MAY 14, 1951

BROADCASTING TELECASTING

PUBLIC LIBRY
LOGY DEPT
TMAN DR
ROIT 2 MICH

PUBLIC LIBRARY
MAY 15 1951
DETROIT

IN THIS ISSUE:

Network Sales
Page 23

Controls Station
Construction
Page 23

Personal TV May
Ford Money
Page 25

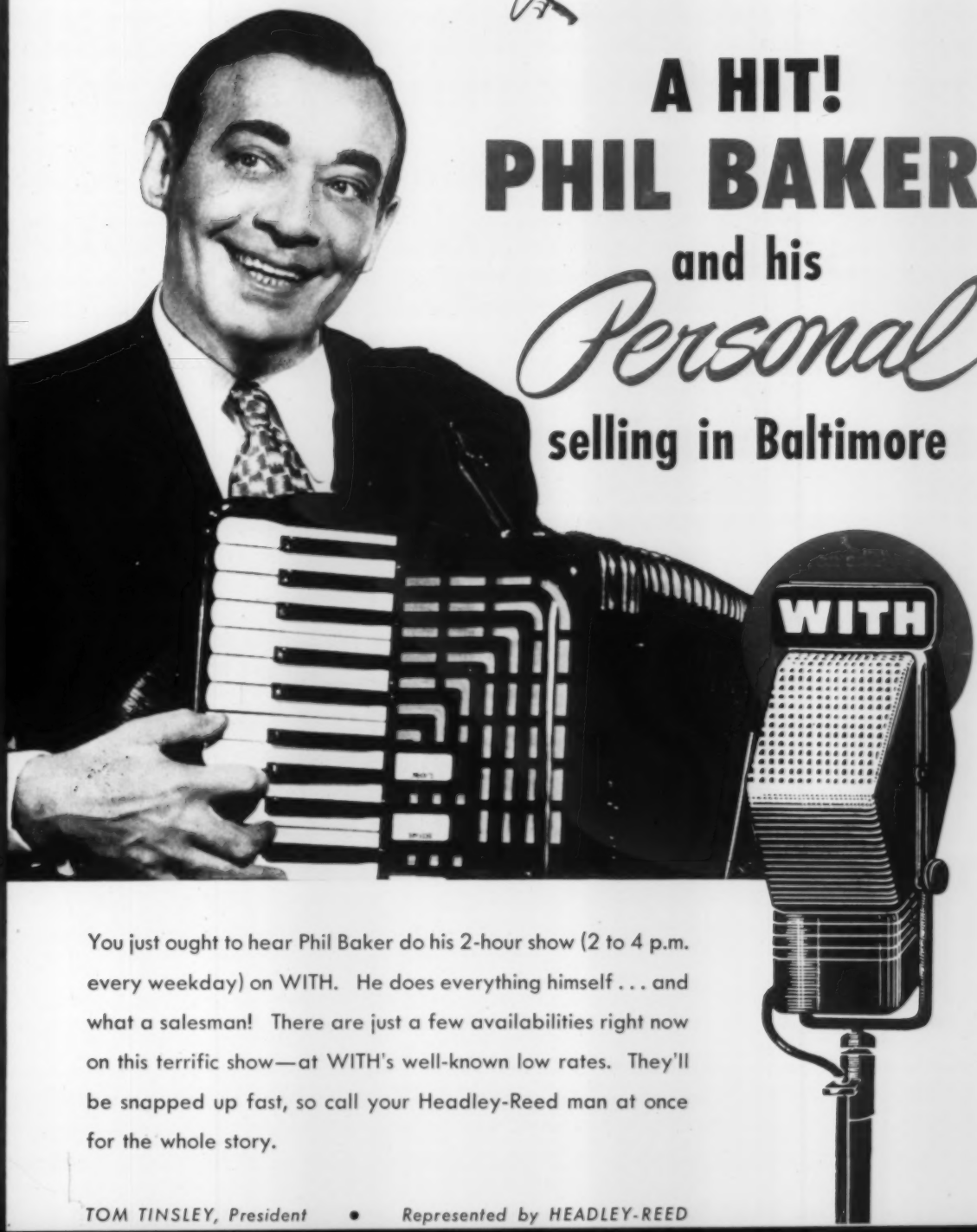
Get Farm Dollars
With Radio
Page 28

TELECASTING
Starts on Page 71

20TH
Newsweekly
Radio and
Television.
year

00 Annually
cents weekly

VK



A HIT!
PHIL BAKER
and his
Personal
selling in Baltimore

You just ought to hear Phil Baker do his 2-hour show (2 to 4 p.m. every weekday) on WITH. He does everything himself . . . and what a salesman! There are just a few availabilities right now on this terrific show—at WITH's well-known low rates. They'll be snapped up fast, so call your Headley-Reed man at once for the whole story.

TOM TINSLEY, President • *Represented by HEADLEY-REED*

WHAS
Louisville 2, Kentucky

Drawn by QUALITY of PROGRAMMING!

The novelty of seeing just *any* radio studio, or just *any* radio show, has faded long ago. Today it takes exceptional programs and name stars to make visitors out of listeners. Over the past two years WHAS Studios have played host to an average of over 4,800 visitors *each month.* The same quality programming that brings *visitors* to our studios by the thousands makes WHAS the *listener's* favorite throughout Kentuckiana. WHAS is Kentuckiana's most powerful salesman.

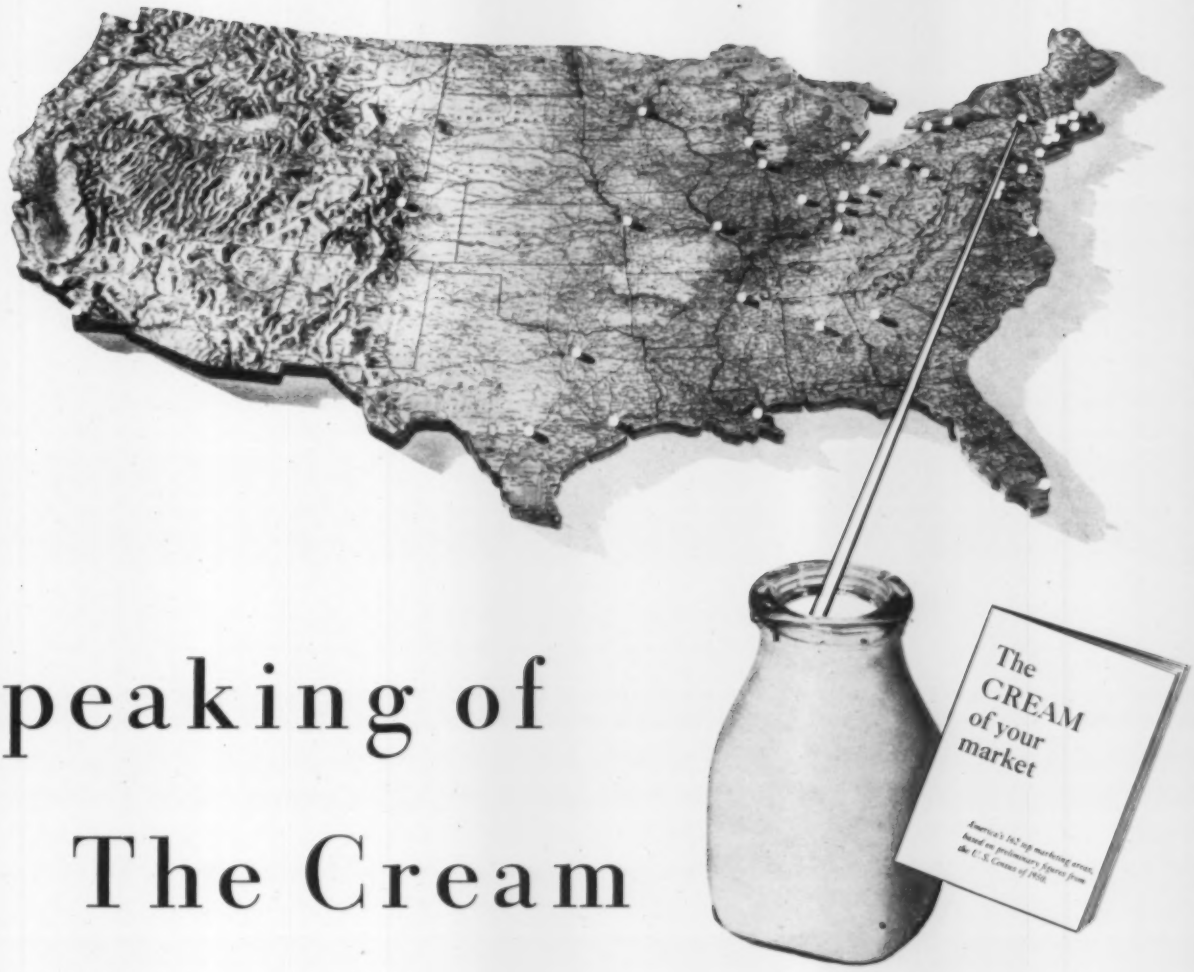
50,000 WATTS ★ 1A CLEAR CHANNEL ★ 840 KILOCYCLES

The only radio station serving and selling all of the rich Kentuckiana Market

CBS
WHAS
INCORPORATED • ESTABLISHED 1922
Louisville 2, Kentucky

VICTOR A. SHOLIS, *Director* • NEIL D. CLINE, *Sales Director*

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES



Speaking of The Cream of Your Market...

WTRY talks up Albany-Troy-Schenectady for two main reasons.

Albany-Troy-Schenectady is one of the 43 rich markets wherein over half the nation's sales are made and

WTRY has the largest audience in Albany-Troy-Schenectady, morning, afternoon and evening; the lowest cost per thousand homes reached.*

From every influential marketing standpoint: population, per capita earnings, and retail sales, this great metropolitan area is in **the cream of your market.**

And WTRY is *the most efficient medium* in the market. WTRY fills the most stringent marketing requirements. It concentrates your message where the money is spent, and **performs this vital service at the lowest available cost.**

For more details about Albany-Troy-Schenectady and the rest of the 162 leading markets in the country, send to J. Walter Thompson Co., for your copy of their free booklet, "The Cream of Your Market."

*** Fall-Winter Hooper, Oct. 1950—Jan. 1951**

Represented by Headley-Reed

This is WTRY..... The Columbia Broadcasting System

blished every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879

Closed Circuit

ANNOUNCEMENT expected shortly of sale of WLAV-TV Grand Rapids by Leonard A. Versluis to Harry M. Bitner Sr. and associates, who operate WOOD Grand Rapids and WFDF Flint, as well as WFBM-AM-TV Indianapolis. Price understood between $1,300,000 and $1,400,000.

NPA'S NEW restrictions on station construction (see page 23) source of consternation to FCC, which hadn't been consulted in advance. Strong move to set up within FCC liaison with defense authorities looking toward relaxing of implied construction "freeze," particularly as it applies to TV. At NPA unofficial reaction was that FCC never consults it so why shouldn't Commission expect similar treatment.

AGITATION OVER network rate cuts, possible sale of ABC and resultant anguished appeals by affected stations may result in radical legislative proposals. Talked about is bill to preclude network ownership of more than one or possibly two stations. Theory is this would force networks—both AM and TV—to function on same basis as newspaper press associations or syndicates.

DEAL in closing stages for NBC to acquire 30-acre tract adjacent Warner Bros. studios in Burbank for eventual NBC West Coast television production center. Price reported around $750,000.

IF CBS purchase of ABC jells, Edward J. Noble, ABC board chairman, will become member of CBS board and Robert E. Kintner, ABC president, is slated for high CBS executive position. Such positions for Messrs. Noble and Kintner were said to have been agreed to by both sides.

DON'T RULE out possibility of Harry Plotkin, FCC assistant general counsel in charge of broadcasting, as assistant chief of newly created Broadcast Bureau under Curtis B. Plummer, erstwhile chief engineer [BROADCASTING • TELECASTING, May 7]. Commission is awaiting recommendations of new broadcast chief for deputy post as well as of five divisioned heads. Mr. Plotkin, beaten out by Mr. Plummer for top slot, is being urged by Chairman Coy and others to accept second position, which logically would go to lawyer.

SPECULATION AT FCC on selection of successor to Curtis B. Plummer as chief engineer, centers around elevation of A. L. McIntosh, chief of Frequency Allocation and Treaty Division, or Edward W. Allen Jr., chief of Technical Research Division. It's possible one or other will be made acting chief engineer prior to June 4, when Mr. Plummer takes over newly created job as chief of Broadcast Bureau.

NBC officials reportedly well pleased with affiliates' first reactions to request they agree to July 1 effective date of NBC network radio rate cut, instead of Aug. 3, which would be

(Continued on page 106)

Upcoming

May 17-19: CBC Board of Governors, Radio Canada Bldg., Montreal.
May 21-23: Parts Distributors Conference and Show, Hotel Stevens, Chicago.
June 4-6: NARTB Board of Directors, NARTB Headquarters, Washington.
June 5: NARTB Inaugural Dinner, Hotel Statler, Washington.
June 11: FCC City-by-City TV Allocations Proceeding Begins, Washington.

(More Upcomings on page 102)

Bulletins

NEW JERSEY Broadcasters Assn. Friday went on record as "feeling that rate increases for radio time are justified and that individual stations should immediately revise their rate structure in view of the fact that cost of operating stations in New Jersey are now at an all-time high, and New Jersey radio stations are today delivering more circulation and more radio homes than ever before." NJBA concluded two-day meeting at Atlantic City (early story page 30).

BELMONT RADIO Corp., Chicago, for its Raytheon TV division, will sponsor news report and commentary on 133 NBC stations in areas having TV service, Sundays 2:45-3 p.m. from June 17, with John Cameron Swayze. Agency is Henri, Hurst & McDonald, Chicago.

GENERAL MILLS BUYING HEAVY LBS SCHEDULE

GENERAL MILLS, Minneapolis, buying 10 programs per week (two 15-minute strips Monday-Friday) over approximately 200 Liberty Broadcasting System stations in southeast and southwest for Gold Medal Kitchen-Tested Flour and Cheerios, through Dancer-Fitzgerald-Sample, New York, plus 15-minute show in five southeastern states on LBS network for Red Band Flour, through Knox Reeves, Minneapolis.

Gold Medal Flour will sponsor *Hymns of All Churches* and Cheerios has bought LBS sustaining program, name and type not specified. Three-year contract effective mid-June. Expansion is contemplated within next two or three months. Time, name, and type of show for Red Band Flour, under 52-week contract, still in formative stages.

WOODS, MILLER GET DEGREES

"RADIO . . . can become one of the most potent weapons in the arsenal of democracy," Mark Woods, ABC vice chairman, said in speech prepared for delivery Saturday before Mid-Century Convocation of Ithaca College, Ithaca, N. Y., at which he was to receive honorary Doctor of Laws degree (see photo, page 26). Against "iterated impact" of radio and television as administered in America "no curtain —of iron or of ignorance—can long stand undrawn," he said. NARTB President Justin Miller also spoke at convocation and received degree.

Business Briefly

ELGIN PLANS ● Elgin American Division Illinois Watch Case Co., will use radio and TV to advertise new line of Certina watches Christmas campaign to start in fall. Agency Frank R. Brodsky Agency, Chicago.

MEDIA STUDIES ● Nesco Inc., Chicago considering radio and television in current media discussions with its new agency, Needham, Louis & Brorby, Chicago.

AGENCY LOOKING ● Erwin, Wasey & Co. New York, looking over participation programs in about 60 markets for fall radio campaign for its clients, Pertussin and Musterole.

CONFUSING NPA ORDER ON BUILDING PROTESTED

GOVERNMENT order limiting radio-TV station construction "completely ignores" public welfare and defeats defense effort objectives in certain instances, NARTB advised National Production Authority Friday. NPA officials have agreed to conference with FCC early this week.

In conference with NPA's general counsel office, Ralph Hardy, NARTB government relations director, said interpretation of order would preclude possibility of new building. He cited condition that construction must further defense order by providing facilities near defense plants and military establishments and noted that radio applicants (many AM) propose building in such population centers.

Mr. Hardy protested that neither broadcasting industry nor FCC had been consulted in advance, despite claim in regulation. He also explained many broadcasters use existing facilities and use substantially less steel than other builders, some of whom need no authorization in cases involving less than 25 tons. Newspaper printing and duplicating plants also required to file, NPA said Friday in clarifying amendment (see early story page 23).

Walter W. Watts, special assistant to Defense Production Administrator, told BROADCASTING • TELECASTING Friday that if any broadcaster presented a "good case" for authorization, he probable "will be given reasonably favorable consideration." Radio-TV centers and other projects would be out, but broadcaster could use existing buildings, he noted.

BATSON LEAVING NARTB-TV

CHARLES A. BATSON, in charge of NABT Dept. until recent reorganization, has resigned to return to active broadcasting, NARTB announced Friday. He had been with association five years and had set up pattern for present NARTB-TV organization. Eugene S. Thomas, WOR-TV New York, NARTB-TV board chairman, said board was accepting resignation with regret. He joined NARTB President Justin Miller in praising Mr. Batson for role in directing association's TV activities during video industry's developmental period.

MAGGINI NAMED VP

DONALD J. MAGGINI, with Kenyon & Eckhardt, New York, since 1944, has been named vice president.

Senator John J. Williams
Senator J. Allen Frear

"Senator, what is your opinion of...?"

"May We Quote You?", a weekly half hour program Thursdays at ten-thirty during which prominent Delaware leaders in government, education, religion, business and other civic endeavors report to the people under questioning from three of Delaware's top reporters. Pictured are United States Senators John J. Williams and J. Allen Frear, Jr., who came home from Washington specifically to appear on two of the telecasts. Each on his program developed his views on important and pressing state, national and international issues.

NBC TV Affiliate

This program is one of many local features carried by this station in an endeavor to meet the public needs of the communities it serves.

WDEL-TV
WILMINGTON, DELAWARE

WDEL AM TV FM

Represented by
ROBERT MEEKER ASSOCIATES Chicago San Francisco New York Los Angeles

For the first time in radio advertising history

5 STATIONS IN 1 MARKET OFFER THEIR COMBINED AUDIENCE

(the second largest in the area)

as a unit buy at lowest cost per listener

This is the effective new way to buy Daytime Radio Coverage.

WASHINGTON, D. C. METROPOLITAN NETWORK

WARL	*AM & FM, Arlington, Va. 780 KC, 1000 W.*	**WBCC**	*AM & FM, Bethesda, Md. 1120 KC, 250 W.*
WFAX	*Falls Church, Va. 1220 KC, 250 W.*	**WGAY**	*Silver Spring, Md. 1050 KC, 1000 W.*
		WPIK	*Alexandria, Va. 730 KC, 1000 W.*

For details, write or phone Jack Koste, Indie Sales, Inc., national reps., 60 E. 42nd St., NYC—MUrray Hill 2-4813; or J. Douglas Freeman, commercial manager, Munsey Bldg., 1329 E St. N.W., Washington, D. C.—STerling 1772.

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices:
870 National Press Bldg.
Washington 4, D. C. **Telephone ME 1022**

IN THIS BROADCASTING . . .

Spirited Bidding for ABC Continues 23
Building Bottleneck Looms in NPA Order 23
Educators Seek Ford Funds 25
License Fee Request Up to Senate 25
BAB's Big Chance—by Frank Pellegrin 26
Showdown on Affiliates Rate Committee 27
Network Gross Declines 2.4% in March 27
To Harvest Farm Dollars Use Radio 28
Sarnoff, Coy Speak on Censorship Trends 29
Rep. Kearney Leads Faction for FCC 'Pinko' Probe .. 30
'Voice' Extra Funds Request Hits Roadblock 31

TELECASTING Starts on Page 53

DEPARTMENTS

Agency Beat	10	New Business	16
Aircasters	66	On All Accounts	10
Allied Arts	68	Open Mike	20
Editorial	56	Our Respects To	56
FCC Actions	98	Programs, Promotions, Premiums	96
FCC Roundup	103	Strictly Business	14
Feature of the Week	14	Upcoming	102
Front Office	60		

WASHINGTON HEADQUARTERS

SOL TAISHOFF, *Editor and Publisher*

EDITORIAL: ART KING, *Managing Editor;* EDWIN H. JAMES, *Senior Editor;* J. Frank Beatty, Fred Fitzgerald, *Associate Editors;* Jo Hailey, *Makeup Editor;* Tyler Nourse, *Copy Editor;* Dave Berlyn, *Assignment Editor.* STAFF: Lawrence Christopher, John H. Kearney, Wilson D. McCarthy, John Osbon, Allen Riley. EDITORIAL ASSISTANTS: Kathryn Ann Fisher, Pat Kowalczyk, Doris Lord, Jean D. Statz, Keith Trantow; Gladys L. Hall, *Secretary to the Publisher.*

BUSINESS: MAURY LONG, *Business Manager;* Winfield R. Levi, *Assistant Advertising Manager;* George L. Dant, *Adv. Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadt, Doris Orme; B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor and Office Manager;* Eunice Weston, *Assistant Auditor.*

CIRCULATION AND READERS' SERVICE: JOHN P. COSGROVE, *Manager;* Roger K. Baer, Doris J. Buschling, Jonah Gitlitz, Grace Motta, Warren Sheets.

NEW YORK BUREAU 488 Madison Ave., Zone 22. *PLaza 5-8355;* EDITORIAL: Rufus Crater, *New York Editor;* Florence Small, *Agency Editor;* Pete Dickerson, *Assistant to New York Editor;* Gretchen Groff, Liz Thackston.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning, *Assistant to Advertising Director;* Kenneth Cowan, *Advertising Representative.*

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1. *CEntral 6-4115;* William H. Shaw, *Midwest Advertising Representative;* Jane Pinkerton, *News Editor.*

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28. *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, EMpire 4-0772. James Montagnes.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

• Reg. U. S. Patent Office

Copyright 1951 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25c Per Copy

A word to time buyers:

WCUM puts Cumberland to bed...not to sleep!

And the good people of Cumberland were wide awake on the day that the City Furniture Company advertised some mattresses for sale! From one show—just *one*—they completely sold out the item! Just read this letter from the advertiser:

> "This is to verify the fact that radio advertising on WCUM pays. I sponsor a program on WCUM in Cumberland Monday through Saturday at 9:45 A. M. One Tuesday we advertised mattresses and before the day was over we sold out completely the 50 mattresses we put on sale. It was through radio advertising on WCUM that we moved this item and many others."
>
> (signed) Robert E. Friedland
> City Furniture Company

That's the kind of sudden results WCUM is used to producing—for both local merchants and national accounts.

Cumberland's mountain-locked geographical location makes it a uniquely rich spot for radio selling. There's gold, plenty of it, in these hills. And WCUM blankets the market—produces phenomenal sales again and again and again.

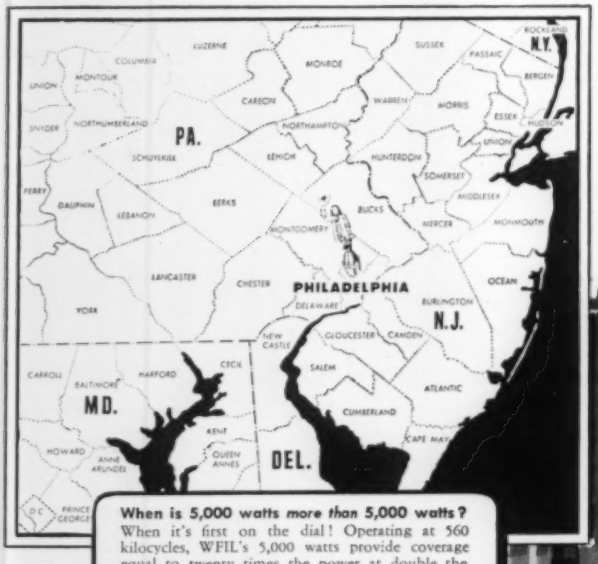
If you're not getting your share of this lush market—investigate. You'll be surprised what WCUM has to offer. See your Meeker man for the whole WCUM story.

CUMBERLAND, MD.
1490 on your dial
FM 102.9 MC

A KARL F. STEINMANN ENTERPRISE, Tower Realty Company (Owners and operators of WCUM)

© The Joseph Katz Co.

Look twice at WFIL-



When is 5,000 watts *more than* 5,000 watts? When it's first on the dial! Operating at 560 kilocycles, WFIL's 5,000 watts provide coverage equal to twenty times the power at double the frequency... 100,000 watts at 1120 kilocycles.

First Choice for Philadelphia... the City

If you want to regularly reach 4 out of every 5 Philadelphia radio listeners . . . *if* you want to influence buying patterns for more than 1,800,000 people in the city's radio homes . . . *if* you want saturation coverage where it counts, in the point-of-sale area at the center of America's 3rd Market . . . then your first choice is WFIL, only Philadelphia station with a growing audience . . . day and night!

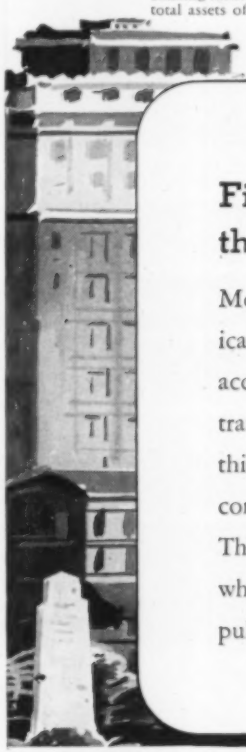
adelphia

...Hub of America's 3RD Market

WM. FULTON KURTZ, Philadelphia banker—He is president of The Pennsylvania Company for Banking and Trusts, one of 241 banking institutions in WFIL-adelphia with total assets of nearly 7 billions of dollars.

IMOGENE GLUCK, Wildwood housewife—She and other "chiefs" of the 14-County area's 1,242,000 households supervise buying power that amounts to $5,345 per family per year. She's a "regular," a WFIL fan.

MILTON H. PAGEL, Norristown retailer—Pagel's Men's Store, and 57,000 other retail stores in America's third largest market, account for $685,371,000 in general merchandise . . . much of it advertised on WFIL.



First Choice for the 14-County Market

More than half the 4,400,000 people in America's 3rd Market live outside city limits . . . account for half the sales. And WFIL's penetrating signal extends like a blanket far beyond this 14-County Retail Trading Area whose combined buying power is $6,638,759,000. This is where WFIL's voice is strongest . . . where people spend the most. For consistent pulling power schedule WFIL.

WFIL

560 kc.

The Philadelphia Inquirer Station

An ABC Affiliate
First on the Dial
In America's Third Market

Represented by THE KATZ AGENCY

Oklahoma City's
Only 50,000 Watt Station

NO PROMOTION
THIS SIDE OF THE OCEAN?

Don't you believe it! Here's a general breakdown of promotion received by KOMA clients during the month of April:

200 personal calls on food dealers
228 lineplug courtesy announcements
260 bus card transitads
550 jumbo postcard mailings
300 CBS radio Picture-News mailings
3 special display cards
2 dealer luncheons

You can avail yourself of this generous and aggressive merchandising by placing your next schedule on KOMA.

J. J. Bernard,
V-P and General Manager

KOMA

Outlet for the Columbia Broadcasting System

REPRESENTED BY Avery-Knodel, INC.

agency

W. H. CASE, director and senior vice president Campbell-Ewald, N. Y., named to head agency's creative and TV staffs for all offices. FRANK W. TOWNSHEND, vice president, named manager of N. Y. office. Mr. Case, who will continue to headquarter in New York, will devote more time to supervision of the DuMont Labs account, with which he has been closely associated for many years. Mr. Townshend has been assistant general manager of agency's Detroit office. He has been with firm since 1935.

Mr. Case

Mr. Townshend

THOMAS K. CARPENTER Jr., director of radio and TV commercials Kenyon & Eckhardt, N. Y., named vice president and copy chief.

JAMES ALBERT WALES, vice president Walter McCreery Inc., N. Y., to Chas. W. Hoyt Co., same city, as account executive.

on all accounts

MARVIN LOUIS MANN was one of the first employes of Weiss & Geller Agency, Chicago, back in 1937. Now, as a new business and radio and television specialist, he is responsible for having brought Groucho Marx back to the air, originating the first two-hour telecast, giving Writer Cy Howard his first agency production and writing job, and developing shows which were the most expensive ever broadcast in their class.

A businessman with a penchant for show people and showmanship, Marvin Mann knows hundreds of stars in the talent field. Because of his business acumen, however, he bridges the usual gap between management and talent. He dipped into talent himself before venturing into business.

A native Chicagoan, he was graduated from Francis Parker High school and the U. of Michigan. He majored in business administration, and after graduation approached A. D. Lasker of Lord & Thomas for a job. He was advised to first get five years' advertising experience.

He got five years of experience, but not in an agency. For a while Mr. Mann worked on individual mortgages at a large Chicago investment firm, Edgar Greenebaum & Sons. Then he supervised sales promotion and advertising for a family business, ownership of six retail stores in Chicago. In 1937 he was ready for the complete transition to an agency, and was hired as one of the first employes of MacDougall & Weiss, now known as Weiss & Geller. Mr. Mann, who started working on new business and still does, also handles work of vice president, secretary, radio and television director and account executive.

Mr. MANN

Two accounts—Visking Corp. (meat casings) and Selby Shoe Co.—have been in the house 18 years. He began buying spot radio time in 1939. When the agency handled the Axton-Fisher tobacco account.

Mr. Mann built the Groucho Marx show for Elgin-American (compacts, cigarette cases), keeping the star on three years. He also built the country's first two-hour telecast, aired on Thanksgiving Day 1948 for Elgin via ABC, on which George Jessel, Phil Regan, Phil Silvers and the Hartmans made their first TV appearances.

Weiss & Geller is believed to

(Continued on page 68)

beat

ARTHUR E. TAYLOR, account executive J. R. Pershall Adv. Co., Chicago, elected vice president.

Mr. Taylor

WILLIAM C. STANNARD, senior account executive J. Walter Thompson Co., Montreal, appointed vice president Erwin, Wasey of Canada, Montreal; **F. E. THOMAS** senior account executive Erwin, Wasey of Canada, Toronto, named vice president at Toronto office.

WILLIAM P. GENT Adv. Co., Toronto, has been enfranchised by Canadian Assn. of Broadcasters.

IRENE HESS, O. L. Taylor Co., Chicago, to Ruthrauff & Ryan, same city as timebuying assistant to **HOLLY SHIVELY.**

RAY W. STULTZ to Leo Burnett, Chicago, as manager of personnel department.

ROBERT F. STEINHOFF, BBDO, Chicago, to Needham, Louis & Brorby, same city, as account executive on Nesco.

JACK H. LEWIS announces formation of new advertising firm the J. H. Lewis Adv. Agency, Mobile. Mr. Lewis was associated with Morris Timbes Inc., Mobile, before opening his own agency. Offices are located in First National Bank Building.

BARNARD L. SACKETT appointed associated member and director of radio and TV department Nat M. Kolker Adv. Agency, Phila.

RANDY SMITH, advertising and promotion manager KNBC San Francisco, to West-Holliday Co., S. F., as promotion manager effective June 1.

Mr. Betteridge

HARRY BETTERIDGE announces formation of advertising and public relations firm to be known as Betteridge & Co., Detroit. Mr. Betteridge was cofounder and executive vice president Denman & Betteridge Inc., Detroit.

FARLAN MYERS, TV director Platt-Forbes, N. Y., to Ted H. Factor Agency, L. A., in same capacity. Mr. Myers is writer-director of American Medical Assn. new transcribed radio series *Panorama of Research* being released in September.

ALFRED HANSER, account executive J. Walter Thompson, Chicago, to Biow Co., N. Y., as supervisor of account operation on Eversharp, Ansco and Whitehall.

JOHN LILLBACK, copy chief and radio-TV director Cox & Tanz Adv. Agency, Phila., recalled to active duty with Air Forces.

CAROL LEWIS, L. W. Frohlich & Co., N. Y., to Federal Adv. Agency in media department.

JEAN FERGUSON appointed account executive Mervin & Jesse Levine Inc., N. Y. She was with Sterling Adv., N. Y.

W. C. (Andy) ANDERSON, advertising department Purity Stores, S. F., to Foote, Cone & Belding, S. F., as assistant account executive.

DEUTSCH & SHEA Inc., N. Y., moves to larger quarters at 230 W. 41st St. Phone remains Longacre 4-5900.

ALFRED F. CALABRO, assistant traffic manager Marschalk & Pratt Co., N. Y., named traffic manager.

ROBERT PRIES, production department Foote, Cone & Belding, S. F., elected president of Production Managers Club of Northern California.

H. N. CARLETON, account executive Lockwood-Shackleford Co., S. F., appointed office manager. He succeeds **A. S. GIESECKE,** resigned.

JAFFE Agency, Hollywood, opens New York office. **PAUL RADIN** is vice president in charge of N. Y. quarters at 38 E. 57th St. Mr. Radin was vice president Buchanan & Co. for 10 years.

Obviously OUTSTANDING...

THE ONLY FENCE
KNOWN AT SIGHT...RED BRAND
Made in PEORIA by
KEYSTONE STEEL & WIRE CO.

Farmers everywhere know Red Brand Fence. It's the only fence made with a trade mark recognizable at sight . . . a red top wire that's a familiar mark along the highways and byways that cross America's rich farmlands. This OBVIOUSLY OUTSTANDING merchandising job has been achieved by Peoria's Keystone Steel & Wire Co., large scale manufacturers of wire and wire products for agriculture and industry.

WMBD Dominates the Rich Peoriarea Market

MILTON BUDD, featured for years on many of WMBD's top live-talent shows, is one of Peoriarea's most popular entertainers. Loaded with personality, he attracts great segments of the Peoriarea audience as a disc jockey on the "Musical Clock" and as announcer and M. C. on several shows throughout the broadcasting day.

OBVIOUSLY OUTSTANDING in Peoriarea radio is WMBD. Value-minded time buyers and experienced advertisers know that WMBD reaches more listeners in ANY TIME PERIOD than the next two network stations COMBINED! There's no mystery about this unusual dominance—the PEOPLE at WMBD have unmatched experience in serving the radio preferences of Peoriarea listeners. A staff of over 50 in programming, sales, engineering and promotion work as a team to make WMBD the No. 1 buy in the Midwest's No. 1 Test Market.

CHARLES C. CALEY, Vice President and General Manager
DON D. KYNASTON, Director of Sales

See Free & Peters . . .

AM WMBD FM
FIRST in the Heart of Illinois
PEORIA
CBS Affiliate
5000 Watts

NO IF'S AND'S

It's an unshakeable fact—

BROADCASTING-Telecasting is the preferred publication among radio buyers and national radio advertisers... receiving more first votes for news and advertising effectiveness than all other journals combined—preferred, in fact, FIVE times more than the next-best publication.

These are undisputable, unbiased facts proven by one of the country's leading research organizations—Fact Finders Associates, Inc. This survey is a FIRST. Never before in the radio trade paper field has such a study been made by personal, over-the-desk interviews. 178 key radio buyers at agencies in New York, Chicago, Detroit, San Francisco and Los Angeles—as well as 26 advertising managers of the 50 largest radio sponsors — were asked their preference. These 204 top buyers represent groups responsible for over 75% of all national radio and TV billings.

We repeat—this is a completely impartial survey!

No publication saw or supplied any names on the list of persons interviewed. Fact Finders compiled its list with the cooperation of four leading national representative firms—Edward Petry Company, The Katz Agency, CBS Radio Sales and the O. L. Taylor Company. None of the interviewees knew for whom the survey was conducted.

Here is just a partial list of other firms who regularly call on the Fact Finders organization for surveys:

OR BUT'S!

The overwhelming majority of these agencies and advertisers prefer BROADCASTING • Telecasting

Here are the questions asked... the answers given. In short, the facts.

1. Of all the trade publications, which one gives you the best information about what is going on in the broadcast field?

	BEST
BROADCASTING	120
313.7% ahead of the next-best	
Publication A	29
Publication B	17
Publication C	16
Publication D	2
Publication E	1
Publication F	1
Publication G	1
Publication H	0
Publication I	0
Miscellaneous	2
No Vote on this rank	17
Total mentions	206

2. In your experience which trade journal brings radio station advertising most effectively to your attention?

	BEST
BROADCASTING	109
445% ahead of the next-best	
Publication A	20
Publication B	18
Publication C	8
Publication D	5
Publication E	4
Publication F	3
Publication G	1
Publication H	1
Publication I	0
Miscellaneous	1
No vote on this rank	34
Total mentions	204

Two voters ranked two magazines equally.

What's the conclusion? Just this...

BROADCASTING-Telecasting continues to be the leader in its field for the 20th consecutive year. It is the overwhelming choice of radio buyers and stations alike.

The latest survey only adds further proof of BROADCASTING's dominance — a dominance that is now greater than ever.

No if's, and's or but's... if you want to reach the people who count in radio advertising — and be sure they see it — put your message in the pages of BROADCASTING-Telecasting.

BROADCASTING
TELECASTING

New York, N.Y.
Al Paul Lefton Company, Inc.
Alley & Richards, Inc.
Badger & Browning & Hersey, Inc.
Batten, Barton, Durstine & Osborn, Inc.
Benton & Bowles, Inc.
Bermingham, Castleman & Pierce, Inc.
Brooke, Smith, French & Dorrance, Inc.
Byrde, Richard & Pound
Cayton, Inc.
C. J. LaRoche & Company, Inc.
Cecil & Presbrey, Inc.
Charles W. Hoyt Company, Inc.
Compton Advertising, Inc.
Cunningham & Walsh, Inc.
Dancer, Fitzgerald & Sample, Inc.
Doherty, Clifford & Shenfield, Inc.
Donahue & Coe, Inc.
Duane Jones Company, Inc.
Federal Advertising Agency, Inc.
Foote, Cone & Belding
Fuller & Smith & Ross, Inc.
John F. Murray Adv. Agency, Inc.
Joseph Katz Company
J. D. Tarcher & Company, Inc.
J. M. Mathes, Inc.
J. Walter Thompson Co.
Grey Advertising Agency, Inc.
Kastor, Farrell, Chesley & Clifford, Inc.
Kenyon & Eckhardt, Inc.
Lambert & Feasley, Inc.
Laurence W. Gumbinner Adv. Agency, Inc.
Marschalk & Pratt Company
Maxon, Inc.
McCann-Erickson, Inc.
Morey, Humm & Johnstone, Inc.
Morse International, Inc.
N. W. Ayer & Son, Inc.
Neff Rogow, Inc.
Peck Advertising Agency, Inc.
Pedlar & Ryan, Inc.
Platt-Forbes, Inc.
Ruthrauff & Ryan, Inc.
R. T. O'Connell Company
Schwab & Beatty, Inc.
Sherman & Marquette, Inc.
Sullivan, Stauffer, Colwell & Bayles, Inc.
The Biow Company, Inc.
Turner, Leach & Company
Warwick & Legler, Inc.
William Esty & Company
William H. Weintraub & Co., Inc.
Young & Rubicam, Inc.

Chicago, Ill.
Batten, Barton, Durstine & Osborn, Inc.
Goodkind, Joice & Morgan, Inc.
Grant Advertising, Inc.
Leo Burnett Company, Inc.
Needham, Louis & Brorby, Inc.
Olian Advertising Company
Russel M. Seeds Company, Inc.
Schwimmer & Scott, Inc.
Wade Advertising Agency
Young & Rubicam, Inc.

Detroit, Mich.
Brooke, Smith, French & Dorrance, Inc.
Campbell-Ewald Company, Inc.
D. P. Brother & Company, Inc.
MacManus, John & Adams, Inc.
Maxon, Inc.
Simons-Michelson Company

San Francisco, Calif.
Botsford-Constantine & Gardner
Brisacher, Wheeler & Staff
Buchanan & Company, Inc.
Foote, Cone & Belding, Inc.
Honig-Cooper Company
Sidney Garfield & Associates
The Biow Company, Inc.

Los Angeles, Calif.
Barton A. Stebbins Adv. Agency
Buchanan & Company
Dan B. Miner Company
Erwin, Wasey & Company
Mogge-Privett, Inc.

Hollywood, Calif.
Raymond R. Morgan Company

Cincinnati, Ohio
The Andrew Jergens Company

New York, N.Y.
American Home Products
Bristol-Myers Company
Coca-Cola Company
General Foods Corporation
Lever Brothers
P. Lorillard Company
Philip Morris & Co., Ltd.
R.C.A.
The Texas Company
The Borden Company
U.S. Steel Corporation

Newark, N.J.
Prudential Insurance Company
Ronson Art Metal Works, Inc.

Akron, Ohio
F.F Goodrich
Firestone Tire & Rubber Co.

Los Angeles, Calif.
Carnation Company

Elkhart, Indiana
Miles Laboratories, Inc.

Racine, Wisconsin
S. C. Johnson & Son, Inc.

Toledo, Ohio
Electric Auto-Lite Company

Wilmington, Delaware
DuPont

Point of Sale . . .

In addition to regular coverage of agencies and time buyers, may we remind you that WRC Sales Manager Mal Glascock has a busy telephone these days. Clients know that WRC can produce.

An inquiry regarding WRC availabilities is as convenient as your telephone. Call either National Spot Sales or WRC, wherever you are.

Washington enjoys excellent position in the first ten major markets in the country . . . you'll find WRC's **results** are a telling reason in these years of hard selling.

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON
WRC
5,000 Watts • 980 KC
Represented by NBC SPOT SALES

feature of the week

Discussing final details for the "MacArthur Network" are these executives of participating stations (l to r) Jack Bundy, WMAW general manager; Jerry Sill, WMIL general manager; Mr. De Grace; Mr. Grignon; Charles Lanphier, WFOX president; Mr. Weller; Mr. Boice.

* * *

A SEVEN-HOUR broadcast with 200 separate remote pickups and not a moments delay or interruption!

The five Milwaukee stations who combined facilities and manpower for Gen. MacArthur's "homecoming" are justifiably proud of their performance.

WEMP, WFOX, WISN, WMAW and WMIL banded together as the "MacArthur Network" to produce what many feel is the greatest broadcast in the city's radio history.

In all, 35 announcers, 30 engineers and a complete staff of production personnel followed every move of the General.

And to sustain interest during the time the General lunched privately, the "MacArthur Network" presented roundrobin interviews with prominent officials.

Because of the intense civic interest in "Mac's" visit, the entire presentation was made as a public service with no commercials.

The broadcast was co-ordinated from a special network control room. And through special arrangements, the Wisconsin Network and other stations carried the broadcast to every part of the state.

"We are convinced that this broadcast marked a milestone," said Hugh Boice, WEMP general manager, "not only in Milwaukee broadcasting, but it may serve as a pattern for the industry. . . ."

The "MacArthur Network" was organized by Gaston W. Grignon, WISN general manager, in cooperation with the general managers of four other stations. George De Grace, WISN promotion director, coordinated the broadcast, and Donald A. Weller, WISN chief engineer, supervised installations.

IF YOU'RE INTERESTED IN PEOPLE . .

Contact Your KATZ Man About WISN If You Want to Sell MORE PEOPLE This Spring and Summer.

WISN's Coverage Area (Milwaukee and Southeastern Wisconsin) Is Bulging With Vacationists From May Thru October. And WISN's Hoopers Are Bulging, Too.

You'll Like Doing Business With WISN.

IN MILWAUKEE THEY LIS'N TO
WISN CBS
5000 WATTS
Represented by KATZ Agency

strictly business

"DO YOU KNOW what Household did? Their advertising man dropped in to see me with no warning today and before he left my office he had bought a package!"

This type of comment is common among radio station men all over the country. For Household Finance Corp. does not direct its advertising campaigns from an ivory tower of statistics, graphs, charts and business barometers.

HFC believes that best results are obtained from working in the field, seeing stationmen personally and discussing face-to-face with them the most suitable medium.

That is why HFC emissaries are well known to radio and TV men from coast-to-coast in 29 states

(Continued on page 97)

Mr. SCHWIN

17 OUT OF 18 PREFER WDAY, FARGO!

"To what radio station does your family listen most?" As part of an independent survey made by students at North Dakota Agricultural College, this question was asked of 3,969 farm families in 22 prosperous counties within 90 miles of Fargo. 74.6% of the families named WDAY: 4.4% said Station "B", 2.3% Station "C", 2.1% Station "D", and so on.

WDAY was a 17-to-1 choice over the next station . . . a 3½-to-1 favorite over all other stations combined!

In Fargo's home county, WDAY was the first choice of 87.2% of the families, as against 5.8% for Station "B". *In its home county, WDAY was a whopping 15-to-1 choice over the next station . . . a 6½-to-1 favorite over all other stations combined!*

BMB figures, Hoopers and mail-order returns all tell the same amazing story on WDAY and the rich Red River Valley. *Get all the facts.* Write us direct, or ask Free & Peters!

WDAY • **NBC** • **970 KILOCYCLES** • **5000 WATTS**

FREE & PETERS, Inc., Exclusive National Representatives

Sales Up 42%

says Williams of Whiteland, suburban appliance dealer

More Proof that WISH

DOMINATES ALL INDIANAPOLIS

in the morning!

MEET Bill Faulkner

DISC JOCKEY EXTRAORDINARY

Talk about listener audience, enthusiasm *and* SALES RESULTS . . . that's the Bill Faulkner show every morning from 6:30 to 8. Bill's news, weather reports, time-temperature-and-music presentation is the town's top favorite in the morning. The Williams of Whiteland sales experience is typical, and just one of many success stories we could tell you.

WISH	Indianapolis • ABC	Represented Nationally by the BOLLING COMPANY
WHOT	South Bend • ABC	
WANE	Fort Wayne • CBS	
WHBU	Anderson • ABC—CBS	

OWNED AND OPERATED BY
UNIVERSAL BROADCASTING CO., INC.

the stations that never outpromise but always outperform

new business

Network . . .

AMERICAN TOBACCO Co., N. Y. (Lucky Strike cigarettes), to spo sor three new five-minute programs on NBC and MBS: *Kenn Banghart and the News* on NBC, Monday-Friday, 2:55-3 p.m. effective June 4; Mutual to carry *MBS News* (tentative title), Monda Friday, 8:55-9 a.m., no newscaster specified as yet, and *Talk Back* (tenta tive title), starring Happy Felton, Monday-Friday, 10:55-11 a.m. Bo MBS programs effective July 2, and all three will originate from Ne York. Agency: BBDO, N. Y.

BROWN SHOE Co., St. Louis, returns *Smilin' Ed McConnell and H Buster Brown Gang* to 125 NBC stations for 52 weeks beginning Aug. 1 Agency: Leo Burnett, Chicago.

GENERAL MILLS, Minneapolis, renews *Live Like a Millionaire* on fi NBC network from June 1 for 52 weeks. Now half-hour show, it w be cut to 25 minutes, 1:30-1:55 p.m. Agency: Knox-Reeves, Minneapol

INTERNATIONAL SHOE Co., St. Louis, renews quarter-hour of *Howd Doody* on NBC-TV for 52 weeks from May 16 on full cable network an 13 non-cable stations. Agency: Henri, Hurst & McDonald, Chicago.

NASH-KELVINATOR Corp., Detroit, June 9 starts *Paul Whiteman T Teen Club* on ABC-TV, Sat., 8-9 p.m. Plans undecided for sponsor Morton Downey series on CBS-TV Agency: Geyer, Newell & Ganger N. Y.

Spot . . .

SCUDDER FOOD PRODUCTS, L. A. (Laura Scudder peanut butte potato chips, etc.), planning special June radio-TV promotion campaig to celebrate firm's 25th anniversary. Present plans call for TV fil spots on four L. A. stations—KLAC-TV KFI-TV KTTV KTLA; tw San Francisco stations—KPIX KRON-TV; and KFMB-TV San Dieg radio spots on KNX Hollywood and undetermined number of Coa stations. Agency: Davis & Co., L. A.

Agency Appointments . . .

ROLLEY Inc., S. F. (perfumes and cosmetics) appoints Buchanan & C Inc., S. F., to handle advertising for Sean & Ski, new lotion. Televisi wil be used. **MacAlan Gardner** and **Ruth Brown** are account executiv

WEST COAST SOAP Co., Oakland Pow-Wow Cleanser and White Na Soap appoint Buchanan & Co., S. F. to handle advertising. Radio and T are being considered.

SINCLAIR OIL Corp., N. Y., appoints Kenyon & Eckhardt, same ci as agency for its subsidiary, Sinclair Research Labs.

ZIPPO MFG. Co., Bradford, Pa., planning TV spots in 30 cities for i lighters. Agency: Geyer, Newell & Ganger, N. Y.

Adpeople . . .

MARSHALL N. TERRY, charge of television operations Crosley Bro casting Corp., Cincinnati, appointed director of advertising The Tr mobile Co., Cincinnati.

WILLIAM J. FREUND, account executive Byer & Bowman Adv., Col bus, appointed advertising manager Nesco Inc., Chicago.

TOM ALYEA, sales promotion manager KOMA Oklahoma City, appoint advertising manager Hinderliter Tool Co., division of H. K. Porter C Inc., Tulsa.

RE' C. ATCHINSON, national advertising director Rexall Drug Co., L named advertising director American Vitamin Assoc. Inc., Hollywo He succeeds KEN BARTON, elevated to special assistant to GEORGE JOHNSTON, AVA president.

We'd Like to Advertise Your Product just for the "SELL" of it!

WE GOT the market—WNAX's 267 BMB-counties in Minnesota, the Dakotas, Nebraska and Iowa have an after-taxes purchasing power of $3.9-billion. Yes, Big Aggie Land has more spending money than San Francisco, Philadelphia or Washington, D. C.

WE GOT the listeners — A recent Diary Study conducted by Audience Surveys, Inc. reaffirms WNAX's overwhelming domination. Of the 52 stations mentioned in the study, WNAX received top rating in 439 (88%) of the 500 quarter-hours studied. Listeners like WNAX best 89% of all daytime quarter-hours . . . 84% of all evening quarter-hours.

WE GOT sales success stories galore—Most likely there's one for your type of product or service. Ask your Katz man today.

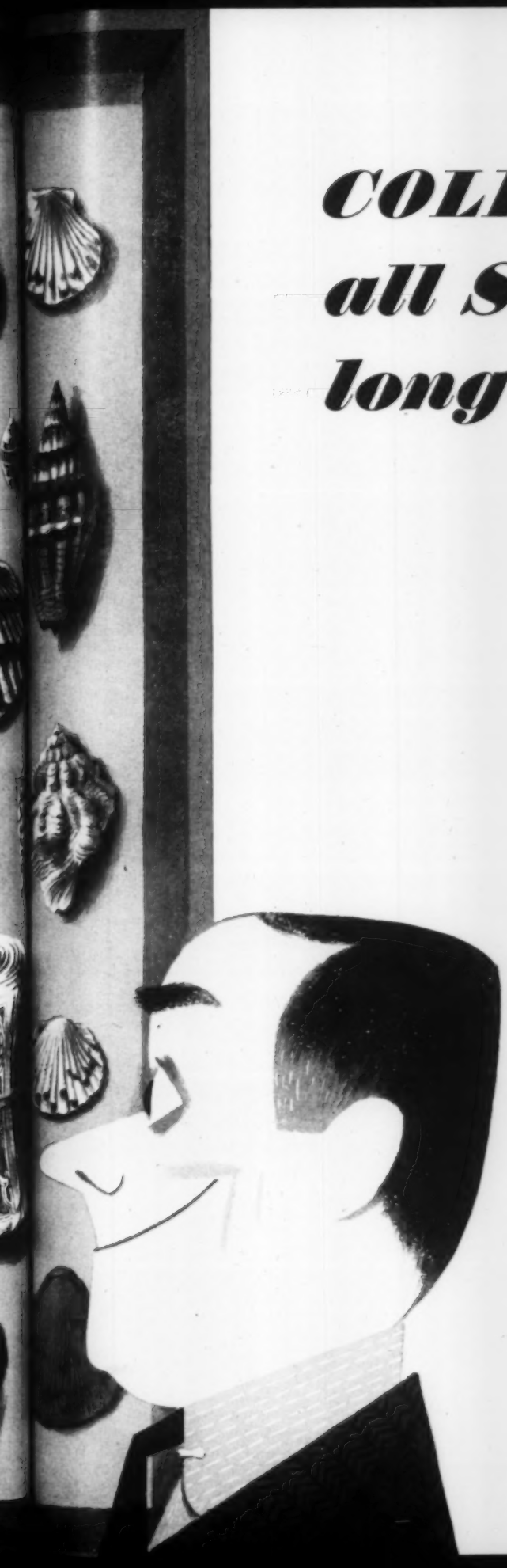
WE AIN'T GOT no tv in WNAX's Big Aggie Land!

Your product or service should be on WNAX just for the "SELL" of it!

AFTER JUNE 15,
"THE MIDWEST ADDRESS OF CBS"

SIOUX CITY - YANKTON *AFFILIATED WITH THE AMERICAN BROADCASTING CO.*

Source data on request



COLLECT all Summer long

At sea about where to *spend* this Summer? Stay in KMOX-land. You'll find Summertime here is a perfect season for *collecting!*

They shell out a lot of money. People in KMOX's 73-county territory spent just as much last Summer as they did every other season . . . more than $800,000,000!

And they're bound to spend even more this year. Because St. Louis, the nation's sixth industrial city, is working overtime filling $277,000,000 worth of new defense orders. Business, too, keeps going full blast all year round (with 750,000 employed). What's more, every Summer more than 3,000,000 tourists roll into Ozark vacation grounds (most of them in KMOX's primary area) and spend $200,000,000 during their stay.

They do a lot of listening. The Pulse of St. Louis shows that during the Summer months KMOX gets an average Monday-Friday daytime rating of 7.5 . . . *just as high as the average for other months of the year!*

Don't get left high and dry this Summer. Just use KMOX and *collect.* For details call . . .

50,000 watts **KMOX**

Columbia Owned • "The Voice of St. Louis"

Represented by Radio Sales

open mike

Rate Cut Footnotes

EDITOR:

So radio's on the way out, is it?

The enclosed picture was taken Thursday, May 3, 1951, at Convention Hall, when *Queen for a Day*, a *radio show*, played to a capacity audience of 13,000.

The show was here Friday, the next day, and we again played to a capacity audience.

The *only* promotion used to pull this crowd of 26,000 people in two days was radio.

We at WIP do not think of reducing our rates—quite the contrary, we raised them in February of this year. Why AM broadcasters should take a defeatist attitude is more than I can understand.

Benedict Gimbel Jr.
President
WIP Philadelphia

* * *

EDITOR:

. . . If radio has lost listeners, so have newspapers lost readers. It stands to reason that if radio must adjust its rates because of TV, then the newspapers must fall in line, because their medium has also suffered the loss.

Robert Wasdon
Vice President
WLOW Norfolk, Va.

EDITOR:

Along with current uproar about network rate cuts I have this comment to make from one independent operator:

(1) Instead of cutting time rates for network broadcasts, why not squeeze some of the useless excess charges out of talent and production, geared to Hollywood or New York names and usually not worth the cost? . . .

(2) It seems to me that if the networks are determined to make a rate cut stand, that the least that could be expected is that all sales will be made at the adjusted rate, and no more deals, etc. Frankly, I believe if networks and stations would fix a fair rate, and then HOLD IT they would make more money in the long run than by chiseling or dealing off a high rate card. After all, it is the amount of money they take home which pays the bills . . .

(3) If a firm stand is not taken by all stations, network or indies, to cut out the chiseling, the attempts by agencies and advertisers will extend down into local spot rates (as they already have been started), and this problem will face *every* station. . . .

As an industry we have a weak reputation for integrity of rates. But those stations with a FAIR RATE and the guts to HOLD TO IT are doing MORE BUSINESS. There is plenty of room for more converts to this philosophy.

S. A. Cisler
Vice President, Operations
WKYW Louisville

* * *

EDITOR:

. . . There's no question in my mind that the announcement of rate cuts by the national networks is and will continue to create a great deal of instability in the broadcasting business, but I believe the positive point of view that you have taken in BROADCASTING • TELECASTING will serve as a leveling effect on all of us in this business.

And in this connection maybe a little good news once in a while will be good for all of us, and so I should like to report that at an Intermountain board of directors' meeting on Thursday, April 26, 1951, the writer made the following report: April 1951 compared to March 1951, gross sales up 6%. May 1951 compared to March 1951, gross sales up 20%.

First quarter 1951 compared to first quarter of 1950, gross sales up 21%.

April 1951 compared to 1950, gross sales up 41%. May 1951 compared to May 1950, gross sales up 18%.

May 1951 is, of course, a projected figure, but we have learned through years of experience that we can project monthly in advance and come darn close to our projected figure.

Again congratulations on the most encouraging point of view that BROADCASTING • TELECASTING has taken over the past 60 days. I am sure that with a continuance of that policy advertisers throughout the country will come to the realization that AM radio is here

(Continued on page 70)

- - - then you'll understand why
WIBW listeners are rich

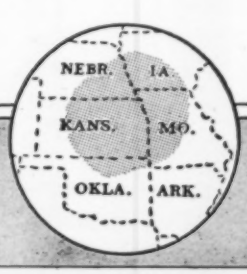
Our listeners are mostly farmers. They raise lots of hogs—sell them at prices that bring millions of *extra* dollars into Kansas. And they get the same high prices for *everything* they raise.

Coming right on top of ten years of huge crops and top prices, this makes Kansas farm families and agricultural communities one of America's most desirable markets.

These folks are our listeners. They say so themselves! Year after year, WIBW continues to rank as the farmer's first listening choice.* And year after year, WIBW remains the first choice of advertisers . . . a choice determined by RESULTS ALONE.

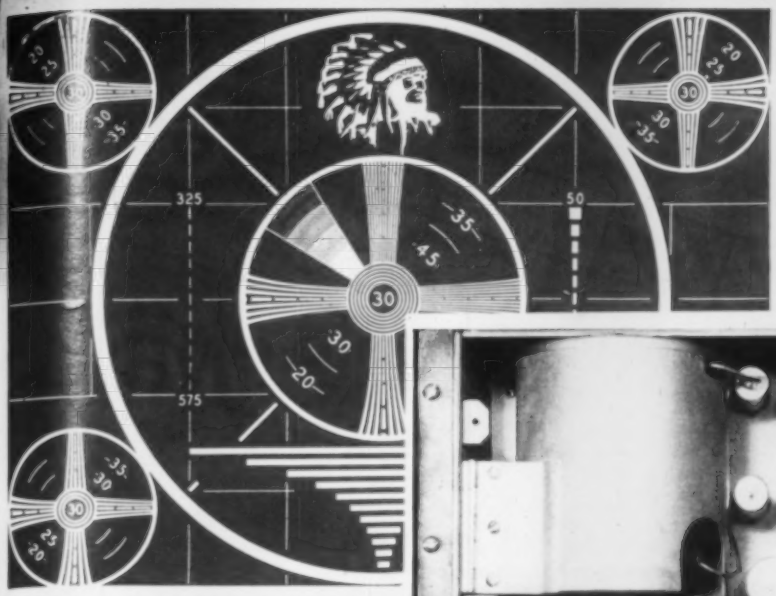
* *Kansas Radio Audience, 1950*

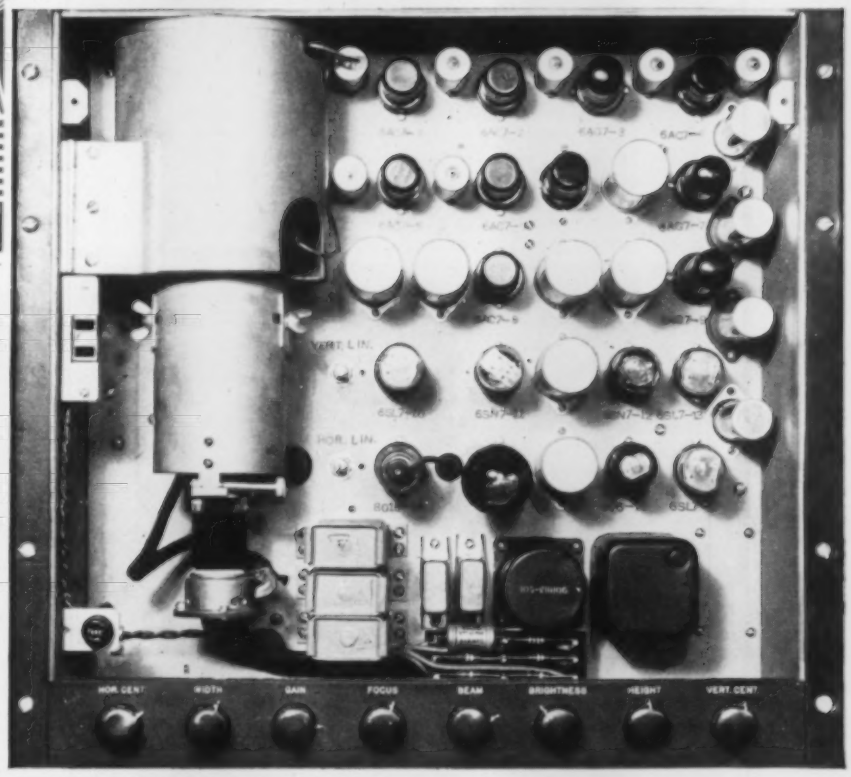
WIBW



SERVING AND SELLING
"THE MAGIC CIRCLE"
WIBW · TOPEKA, KANSAS · WIBW-FM

CBS





Video Monoscope Camera TK-1A

..."patternmaker" for the industry

The test pattern produced by RCA Monoscope Cameras is the standard by which picture quality has been judged since the beginning of electronic television . . . in TV stations . . . in laboratories . . . in TV receiver production.

These are the standard test-pattern cameras used by many TV receiver manufacturers. These are the standard "picture micrometers" used by TV stations to make precision measurements of video transmissions.

Deliberately designed to excel in all things, RCA Monoscope Cameras have earned the extraordinary respect of television men. Evenly lighted patterns as steady as Gibraltar. Resolution as fixed as the cut of a diamond. Operation as reliable as a ship's chronometer.

Type TK-1A pictured here is RCA's newest Monoscope Camera—built to the highest standards known. It can be delivered to you with the familiar monoscope pattern (shown above)—or with a pattern of your own choice.

Ask your RCA Television Equipment Sales Engineer for prices. Mail the coupon for data.

TELEVISION BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

Radio Corporation of America
Television Broadcast Equipment Section
Dept. QB-19, Camden, N. J.

Send me your technical bulletin on the RCA Type TK-1A Monoscope Camera.

Name_____

Company or station_____

Address_____

City_____ State_____

SHREVEPORT HOOPERATINGS
MARCH, 1951

	KWKH	"B"	"C"	"D"	"E"	OTHER AM & FM
MONDAY THRU FRIDAY 8:00 AM—12:00 NOON	50.1	20.3	14.6	9.7	4.0	1.1
MONDAY THRU FRIDAY 12:00 NOON—6:00 PM	47.6	11.4	20.1	12.7	5.6	2.5

IT'S EASY, WHEN YOU KNOW HOW!

BMB PROOF TOO!

KWKH DAYTIME BMB COUNTIES
Study No. 2
Spring, 1949

These Hoopers prove KWKH's tremendous popularity in Shreveport. In the morning, KWKH gets 265% as many listeners as the next station—**actually gets more listeners than all other stations combined!** In the afternoon, KWKH gets 195% as many listeners as the next station—**barely misses getting as many listeners as all other stations combined!**

But KWKH's 50,000-watt signal reaches far more people **outside** of Shreveport than **inside.** KWKH gets a Daytime BMB Audience of 303,230 families in 87 Louisiana, Arkansas and Texas counties. 227,701 of these families—or 75.0%—are "average daily listeners" to KWKH.

Write direct or ask The Branham Company for all the facts on this powerful, 25-year-old CBS affiliate.

KWKH

SHREVEPORT Texas LOUISIANA Arkansas

The Branham Company
Representatives

Henry Clay, *General Manager*

50,000 Watts · CBS ·

BROADCASTING
TELECASTING

Vol. 40, No. 20 WASHINGTON, D. C., MAY 14, 1951 $7.00 A YEAR—25c A COPY

SPIRITED BIDDING FOR ABC

With CBS, IT&T, U. Para.

NEGOTIATIONS for the sale of ABC took a complicated turn last week as the giant communications empire, International Telephone & Telegraph Co., and the nationwide theatrical chain, United Paramount Theatres, began spirited bidding against each other and CBS.

At the time this story went to press, Edward J. Noble, chairman of the board and majority stockholder of ABC, was negotiating with all three. It was impossible to forecast with certainty which of the three would emerge as the buyer, but authoritative sources felt sure that within days Mr. Noble would close a deal.

As one executive close to the negotiations put it: "ABC is up for grabs."

All three prospective buyers, as of last Friday, were said to be negotiating on a basis of an exchange of their own stock for ABC's, a situation that developed after IT&T and United Paramount entered the bidding.

It was learned that CBS, which began negotiating with Mr. Noble at least a month ago [CLOSED CIRCUIT, April 23], had hoped to acquire ABC by offering a combination of CBS stock and cash or debentures.

Wants Stocks Deal

It was understood that Mr. Noble wanted a 100% stock transaction, without cash or debentures. Such a deal, it was said, not only would put him in a better tax position than would a sale involving cash, but also would provide him with a promising speculative investment. Mr. Noble's history is that of successful speculator in securities.

CBS was negotiating for ABC, with General Tire & Rubber Co., owner of Don Lee and Yankee networks and the biggest stockholder in MBS, as a third party.

If that deal went through, General Tire would fall heir to ABC as a network, and to those ABC properties that CBS could not absorb, owing to FCC limitations on the number of stations that can be held under common ownership.

General Tire would sell its Don Lee and Yankee interests, thus stepping out of Mutual, and become the owner of ABC, less three TV properties in Chicago, Detroit, and possibly San Francisco, that CBS would pick up, but with the Boston TV outlet now owned by General Tire added to the ABC lineup. CBS would take the Chicago and Detroit ABC TV stations, and probably San Francisco too.

IT&T and United Paramount Theatres were going it alone in the negotiations, without third parties. IT&T owns no broadcasting properties and hence would take over ABC intact. United Paramount would also take over the entire organization, except in Chicago where it already owns a TV station, WBKB. It would have to sell off the ABC Chicago TV station.

Competent observers felt that the prolonging of the negotiations for the sale of ABC was intended not only as a means of forcing a higher price out of the competitive bidders but also to give Mr. Noble time to make a careful estimate of the present and future values of CBS, IT&T and United Paramount stock.

It was believed, however, that he would reach a decision soon. It was pointed out that the present negotiations were the first ever to be admitted by ABC. Although it has been authoritatively reported on numerous other occasions that Mr. Noble had considered selling ABC, neither he nor any of his top executives would confirm it.

A week ago ABC officially announced that it was negotiating with CBS [BROADCASTING • TELECASTING, May 7]. It was after that word was out that IT&T and United Paramount entered the bidding.

Dropping Unlikely

Observers pointed out that having gone as far as he had in talking with three prospective buyers, Mr. Noble would find it awkward to call off the whole deal. It would be impossible for him to state in this instance, as he has in others, that ABC was not for sale.

A failure of the current negotiations would leave the ABC organization in turmoil, it was said. Morale of the ABC staff would be disturbed by uncertainty over the future, and beyond that the attitude of ABC affiliates would be profoundly influenced.

Last week several powerful ABC affiliates voiced indignation over the fact that no official word concerning the negotiations for the sale of the network had been passed to them. Some of them own stock in ABC, and they bitterly objected to any consummation of a deal without their consultation.

Stockholder suits against the corporation were threatened.

Edward Lamb, president of WTVN (TV) Columbus, Ohio, an ABC-TV affiliate; WICU (TV) Erie Pa., affiliated with all four television networks, and WTOD and WTRT (FM) Toledo, independents, notified Mr. Noble by letter that the CBS proposal "to purchase your stock and possibly that of others in ABC is giving great concern to the undersigned and to other substantial owners of stock in both companies."

Mr. Lamb said that as an ABC stockholder he was advising Mr. Noble there were "very serious

(Continued on page 36)

BUILDING BOTTLENECK

NPA OK Demanded

By JOHN OSBON

THE SPECTRE of serious disruption in new AM-FM broadcast station construction—and the prospect of curtailment in future station grants and equipment projects—loomed sharply over the industry horizon last week.

The government issued an amended order which removed radio and TV broadcasting stations from an exemption list dealing with erection of new facilities.

Under a new regulation, effective last Thursday, permittees who have not yet begun construction are required to obtain authorization from the National Production Authority. The action embraced all industrial facilities and public and private construction projects.

This would involve applying to the local NPA office which would refer them to the Construction Controls Division in Washington for decision.

While the new order does not *per se* constitute a flat ban on new construction—merely restricts any building or other equipment projects involving use of steel—authorities viewed the announcement with a mixture of confusion and alarm. In some quarters, the action was regarded as tantamount to a construction freeze as FCC moved ahead with its TV allocations plan.

The new regulation apparently caught the FCC and certain NPA officials by surprise. It was indicated that neither the Commission nor authorities in NPA's Electronics Products Division, broadcasters' claimant agency, had been consulted in advance of the announcement.

Full Impact Unknown

It was emphasized, however, that broadcasters who already have commenced building prior to May 3 would be permitted to continue. The fate of others, who have been issued CPs or grants, however, still hung in the balance as FCC weighed the import of the order.

The order is expected to have far-reaching effects on such equipment as towers, studios, transmitters and related products where construction is involved.

The action also evoked a stew of queries from broadcasters, their attorneys and radio-TV equipment companies, many of whom deluged the Commission and NPA with requests for an interpretation of the controversial regulation.

It was not clear last week what course of action FCC would chart in light of the order, which raised questions involving policy toward future AM-FM grants, cases in hearing and possible new yardsticks to guide the Commission in procedure on future broadcast applications.

It was held possible the FCC would find itself compelled to adopt new standards to supplement the precept of "the public interest, convenience and necessity."

Under the NPA edict, one ground for consideration of any authorization would be "the type and quantity of materials on hand, and needed for the facility, and the effect on the community at large if the authorization were denied."

Government authorities made plain, however, that permits would be issued on the "merits of individual cases" in each community and stressed that authorization in any case would not automatically entail priorities for materials.

On the basis of the best thinking

(Continued on page 34)

GOP COVERAGE

'52 Convention Plans Mapped

GROUNDWORK for broadcast coverage of the Republican national convention next year was to be laid at a special meeting of the GOP National Committee in Tulsa last Friday and Saturday.

Radio and television requirements for use of working booths, workrooms, studios and accreditations were to be submitted to Republican leaders by Bill Henry, chairman of the Radio Correspondents Assn. convention committee.

GOP officials convened over the weekend to select a convention site and date for 1952, with the choice resting between Chicago and Philadelphia. At press time a subcommittee had voted unanimously to recommend the convention be held in Chicago on July 21.

In any event, coast-to-coast radio and television coverage of both the Republican and Democratic national meets is assured, with particular emphasis on TV [BROADCASTING • TELECASTING, May 7]. Both cities possess comparable broadcast facilities.

Meanwhile, the Democratic National Committee announced a series of national and regional meetings will be held in Denver May 23-25. The committee is expected to follow the suit of Republican leaders as to convention site. Use of facilities in one city by both parties will save an estimated $30,000, it was understood. Site and date will be announced May 25.

Mr. Henry reportedly will proceed to Denver where he will submit similar radio-TV plans to Democratic committee officials. Plans for broadcast coverage of speeches by administration leaders are expected to be completed during the Denver meeting. Ken Fry, radio-TV director for the national committee, hopes to announce a schedule sometime in the next fortnight. Officials from 24 states will attend the Denver session.

The question of sponsorship of the conventions also is expected to arise on both the GOP and Democratic party fronts, though local committees might tackle the problem in some instances.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"I want a case of this Hadacol you're talking about."

HOLLINGBERY

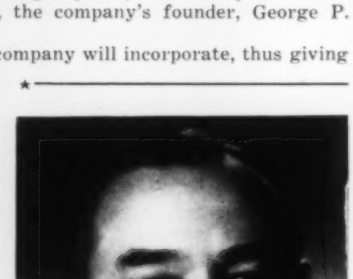
All Salesmen Are Made Part Owners

ALL SALESMEN of George P. Hollingbery Co., station representative firm, have been made part owners, the company's founder, George P. Hollingbery, announced last week.

In taking this action, he said, the company will incorporate, thus giving every member of the sales staff a stake in the business.

Officers of the new corporation, under this plan, are Mr. Hollingbery, president and active head; F. Edward Spencer Jr., executive vice president, New York; Fred F. Hague, eastern sales manager and vice president, New York; Frank McCarthy, midwest sales manager and vice president, Chicago; Harry H. Wise Jr., vice president, Los Angeles; Knox LaRue, vice president, San Francisco; R. N. Hunter, vice president, Atlanta.

The company was founded in 1936 by Mr. Hollingbery. Four of the five original employes are still in the company. In all, 17 salesmen share in the ownership. The firm represents 36 AM and 3 TV stations. Headquarters are at 307 N. Michigan Ave., Chicago. New York headquarters are at 500 Fifth Ave.



Mr. HOLLINGBERY

Auto Radio Survey

A SPECIAL Pulse Inc. survey in 17 major U. S. markets to find out the number of automobiles with radios will be made this month, it was announced in New York last week. Growing out of a January 1951 Pulse study of the car-radio situation in New York City which was found to have 770,000 radio-equipped cars, or one for every 3 radio families, the newly-announced survey will be made available to the industry at no charge when completed, Pulse announced.

Mr. Spencer | Mr. Hague | Mr. McCarthy | Mr. Hunter | Mr. Wise | Mr. LaRue

MAGAZINE SPOTS

ABC Sets 'Journal' Drive

IN A sponsorship deal with a unique twist, ABC reported last week it had placed a *Ladies' Home Journal* spot campaign on its Mary Margaret McBride cooperative program, with stations to handle billings and national representatives to get customary commissions.

The contract originated when the Curtis Circulation Co., *Journal* distributor, wanted to proceed immediately with a campaign. Ernest Lee Jahncke, ABC vice president in charge of radio, who completed arrangements by telephone and had the first commercial on the air on the next day's program (May 4), hailed the accomplishment as a clear demonstration of radio's superiority in speed and flexibility.

RIPLE TO WLAW

Is Named General Manager

WILLIAM A. RIPLE, vice president and general manager of WTRY Troy, N. Y., has resigned to become general manager at WLAW, the new ABC outlet for the Boston area, effective June 1. At the same time he resigned as vice president and director of the Connecticut Radio Foundation, operator of WELI New Haven.

Mr. Riple

WLAW Lawrence is the ABC 50 kw outlet for the Boston market, replacing WCOP Boston.

Mr. Riple, a radio veteran since 1932, joined WTRY in 1940, supervising construction of the station's new 5 kw transmitter building and towers. As an officer of WELI, he supervised the merger of several companies as Connecticut Radio Foundation.

WOAI's Rate Answer

IN STUD-HORSE type, WOAI San Antonio 50 kw NBC outlet, shouts its answer to Assn. of National Advertisers and networks on rate cuts. Operator of one of two TV stations in its market, WOAI states in full page ad that since 1942 its percentage of increase in radio families is 108%, while increase in its hour rate has been only 13%. Instead of cutting rate by 5%, as ANA recommended, rate might logically increase 84%, it argued. Ad is the first of a series telling WOAI's story, and why no decrease is justified, either spot or network. Campaign, it was thought, might lead the way in encouraging other stations which can show by fact and figures that increases rather than cuts are indicated, to join in resistance.

EDUCATORS SEEK FORD FUNDS

Young Studies TV Plans

By EDWIN H. JAMES

THE VAST TREASURY of the Ford Foundation, most richly endowed philanthropy in the U. S. and perhaps the world, may be tapped for hitherto undreamed-of sums to finance educational television.

BROADCASTING • TELECASTING learned last week that James Webb Young, senior copy consultant at J. Walter Thompson Co. and consultant to the Ford Foundation, has been making a painstaking study of TV on which he will base recommendations for grants by the foundation.

First indications that such a study was underway were given April 13 by Sen. William Benton (D-Conn.), former partner in Benton & Bowles, when he introduced a resolution calling for senatorial investigation of educational TV.

Sen. Benton, without identifying who the parties were, said at that time that "one of America's most distinguished advertising leaders" was "making a study of television for one of our great philanthropic foundations."

Last week it was learned that the advertising leader was Mr. Young and the foundation was Ford.

Mr. Young, who has been dividing his time between his New Mexico ranch and Ford Foundation headquarters in Pasadena, Calif., serves not only as a consultant to the foundation but also is a member of the board of directors of two corporations that the foundation has recently established—the Fund for the Advancement of Education Inc., which has an interim grant of $7,154,000 from Ford, and the Fund for Adult Education, which has $3 million of Ford money in its pocket.

Previous Grants

The Fund for Adult Education has already made grants totalling $650,000 for educational TV and radio; $90,000 to the Joint Committee on Educational Television, to be spent in stimulating educators' interest in TV; $260,000 to Iowa State U., owner of WOI-TV Ames, Iowa, for experimental TV programming; and $300,000 to Lowell Institute, Boston, for production of five series of educational radio programs, to be produced by the National Assn. of Educational Broadcasters.

Indications are that these grants are only the beginning.

Lowell Institute's Cooperative Broadcasting Council, whose members include Harvard U., Boston U., Massachusetts Institute of Technology, Northeastern U., Tufts College, and the Boston Symphony Orchestra Assn., was reported in informed quarters last week to have prospects of obtaining a substantial Ford Foundation grant for television operations.

A Lowell Institute spokesman last week said that he had no statement to make regarding the report of a possible Ford grant. Ford Foundation executives, on this question as well as others pertaining to future appropriations, were understandably unavailable. Ford operates under so strict a desire for anonymity that it does not even announce grants after they are made. It leaves the breaking of such news up to the discretion of recipients.

Presumably Lowell Institute would use a Ford grant, if such were forthcoming, to operate a station on channel 2 in Boston which under the FCC's proposed allocations is reserved for education. Whether the funds would be used both for construction and operation of a station was not known, although it was said in informed quarters that Ford probably would adopt a policy of making grants only to assist in operating stations that somebody else's money had built.

Supported Boston Reservation

Last week Lowell Institute's Cooperative Broadcasting Council filed a comment with the FCC applauding the reservation of Channel 2 in Boston. The Council did not say, however, whether it intended to apply for it.

Although as yet the Senate has not acted on Sen. Benton's proposal for a sweeping inquiry into television, it was assumed that such an investigation would be of great help to the Ford Foundation, as well as other philanthropies and educational groups contemplating excursions into television, in making up their minds how to jump.

The Senator, whose personal interests and business holdings are ramified — including the Muzak Corp. and the Encyclopedia Brittanica—can be expected to pursue his enthusiastic inquiry into TV, in the view of authoritative observers.

Personal Friendship

Indeed, it is said, it is not beyond possibility that Ford Foundation interests in TV will be influenced by the Senator's views. He has a close personal relationship with the foundation's top executives.

Paul G. Hoffman, president of the Ford Foundation, is a director of Encyclopedia Brittanica Inc., which is Senator Benton's property. Mr. Hoffman also was chairman of the board of trustees of the Committee for Economic Development at the time that Mr. Benton was vice chairman.

Robert Hutchins, associate director of the Ford Foundation, was president of the U. of Chicago during the time that Mr. Benton was vice president of the U. of Chicago (1937-45) and was chancellor of the U. of Chicago when Mr. Benton was assistant to the chancellor (1945-46).

Mr. Hutchins and Mr. Benton were classmates at Yale, class of 1921.

C. Scott Fletcher, president of the Fund for Adult Education, the Ford Foundation organization that has been granting funds to educational radio-TV, is former president of Encyclopedia Brittanica Films, which is Mr. Benton's property. He is also a former executive secretary of the Committee for Economic Development, of which Mr. Benton was vice chairman and Mr. Hoffman chairman.

Mr. Fletcher was general sales manager of Studebaker Corp. during the period that Mr. Hoffman was president of Studebaker Corp.

Chester Davis, associate director of the Ford Foundation, former president of the Federal Reserve Bank of St. Louis, was a member of the board of trustees and of the research committee of the Committee for Economic Development, of which Mr. Benton was vice chairman of the board of trustees and

(Continued on page 102)

LICENSE FEE REQUEST

Now Up to Senate

HALF the battle for supporters of the "fees and charges" proposal before Congress apparently had been won last week.

This is the legislation that would clear the way for government agencies, such as the FCC, to charge for special services rendered [BROADCASTING • TELECASTING, May 7].

It conforms to what has been called the "license fee" request in broadcast circles.

Written into the appropriations bill (HR 3880) for independent offices covering fiscal 1952, which starts this July 1, the section on fees and charges would permit any government agency to set a "charge, fee or price" as may be determined feasible.

The section was passed by voice vote with no objection raised in the House. It now awaits approval by the Senate Appropriations Committee, where the funds bill rests.

If passed by the Senate and signed into law by the President, persumably the FCC could charge broadcasters for specified services rendered, after interpretation so determined. The government, it is understood, would regard the law as a one-year "test."

While this section remains unscathed by an economy-minded House, the actual budget for FCC operation suffered a deep cut. Leading the floor fight for this slash were Democratic Reps. Eugene Cox of Georgia and John Rankin of Mississippi. The Congressmen vigorously attacked the FCC in asking for the reduction (see story, page 30).

President Truman had asked for $6,850,000 for the FCC's fiscal 1952 operation. This figure was pared to $6,575,000 by action of the House Appropriations Committee. It corresponded to the current operating budget and also reflected a general overall 10% reduction applied to the independent offices funds bill, which covered some dozen other agencies as well.

FCC Fund Slash

However, after the axe had fallen on the House floor, FCC was given a proposed even $6 million. This figure, of course, may be changed again by the Senate. Most likely the funds bill will be considered at joint Senate-House conference, before final passage.

Direct reference to FCC's stake in the license fee measure was pointed up on the House floor during the lower chamber's heated debate.

This insight into Congressional thinking was disclosed by Rep. Sidney R. Yates (D-Ill.), a member of the House Appropriations Committee, who worked closely on the funds bill.

"Taxpayers," he told the House, "pay every dollar of the charges and of the costs that go into" hearings held by the FCC. He said the Commission conducts extensive hearings "first in connection with a construction permit; secondly on the question as to the allocation of the position of a particular broadcaster in the spectrum of megocycles over which the FCC has control."

Rep. Yates declared, "The companies pay nothing other than taxes, and I think it is only fair that in exchange for the franchise that the government gives the broadcasting company and the protection which the government affords to such broadcasting company to assure its freedom from interference in the operation of its broadcasting facilities in the particular point of the spectrum which it occupies, that it should pay some of the costs of the hearings.

"It is perfectly proper that the franchised company make a profit, and there has been much profit making. Such companies should assume a greater share of the costs, because regulation is necessary."

BAB'S BIG CHANCE

Pellegrin Urges Rate Action

By FRANK E. PELLEGRIN
VICE PRESIDENT AND SECRETARY
H-R REPRESENTATIVES INC.

WE ARE surrounded by threatened calamity in the radio industry, and our trade journals and other informed and responsible spokesmen are calling the present rate-cut stampede the most serious crisis to confront the industry in 25 years. Everybody is looking for someone to *do* something about it. The BAB could leap to the pinnacles by giving this problem No. 1 priority.

Mr. Pellegrin

(1) I believe the *root* of the entire problem lies in the fact that for 25 years radio has outdone itself on research which pin-points the actual listeners to a given program or commercial, rather than to measurements of "gross or potential circulation." Our principal competitors, the newspapers and magazines, have done just the opposite. As a result, we are in trouble and they are not.

Advertisers and agencies long ago refused to accept the staggering figures of "radio homes" or "radio sets"—which is our closest parallel to the "circulation" figures of newspapers and magazines. Instead, they insisted that we provide figures on *actual listening*, minute by minute. They did not correspondingly demand from newspapers and magazines *actual readership* figures, page by page. Why not? If a minute-by-minute count of listeners is fair for radio, why is not a page-by-page, column-by-column, inch-by-inch measurement equally fair for newspapers and magazines, and equally important and informative to advertisers?

Gauge to Be Applied

What is the common denominator of radio and newspapers-magazines? I think it is a minute of listening to radio, and a minute of reading in space media; stated more simply, why isn't it a minute *vs.* an inch?

Therefore, *comparable research should be demanded of all media.*

(2) Radio cooperated to its own downfall by acceding to the listener-research demanded by advertisers, but it did *not* insist, shout, demand and require that competitive media cooperate in like manner. Radio has spent over $37,800,000 in research services which *limit* its "circulation", whereas newspapers and magazines combined have spent only a paltry $6,000,000 to count and certify its *total* "circulation", which says not one thing about inch-by-inch readership.

Isn't radio to blame for thus permitting its competitors to get away with murder for the past 25 years?

(3) The present rate-cut stampede is induced by radio's hysteria over television. Television is no more a competitor to radio per se than is any other spare-time activity, including bowling or lawn tennis or making love. Television is just as much a competitor to newspaper and magazine reading as it is to radio listening. We know this, but we seldom talk about it. We should start to do so immediately.

(4) The Research Services which radio has so richly supported have done most to create this radio-vs.-television miasma, because every radio audience measuremnet hurried to put itself in the television measurement field also, and from the very beginning, compared television *only* to radio. This is history's most classic and tragic example of biting the hand that feeds.

(5) A few efforts have been made to measure "readership" of space media. The Continuing Study of Newspaper Reading and the Starch and Roper magazine studies are examples. But how piltifully few and thin these are, when arrayed against the staggering phalanx of the Hoopers, Pulses, Nielsens, Conlans, CABs, Videodexes and the rest of the innumerable host of radio-TV researchers!

And what has happened to these newspaper-magazine surveys of "readership"? How many people ever see them?

Radio research studies are distributed as widely as possible among agencies, advertiers, networks and stations. Network and station salesmen and representatives carry them in their pockets, show them to everybody on any excuse. By contrast, the few "readership" studies are carefully hidden, never talked about, never used by space media in competitive advertising. Why have we permitted this to be the general practice? Why do we not start now to beam the white hot light of publicity on this fact? Why not demand equal distribution of comparable studies?

For example, a Continuing Study of Newspaper Readership was made of a St. Louis newspaper over five years ago. When I was managing a radio station in St. Louis and calling on the local agencies and advertisers there, *I did not find a single one who had ever seen or heard of this newspaper readership study*—yet every one was fully informed on the local Hoopers and Pulses covering radio listening! This newspaper, it appears, had done a beautiful job of hiding its readership facts during all those years, while we radio salesmen had knocked each other silly with our competitive listening research!

(6) Some scratch-the-surface studies indicate that space media—newspapers and magazines—have been affected by television and should be cutting *their* rates—but the startling fact is that they have been *raising* rates steadily, and the advertisers and agencies keep buying! One such study was recently made by BBDO in November 1950 among its National Panel of Consumer Opinion.

Reading Habits

It found that in TV homes, only 55% of the sample reads any morning newspaper, and only for 37 minutes daily as compared with 40 minutes in non-TV homes—a difference of 7.5%. Are morning newspapers cutting their rates 7.5%? Among evening papers, only 78% of the sample read evening papers in TV homes for an average of 43 minutes per day, compared with 48 minutes in non-TV homes, a difference of 10.5%. Are evening papers cutting their rates by 10.5%?

By startling contrast, *these same homes* report 82% listening to radio every day, for 3 hours, 35 minutes in non-TV homes and 2 hours, 10 minutes in TV homes. They also report the whopping bonus of 25% listening to radio *outside* the home for 1 hour, 25 minutes among non-TV families and 1 hour, 20 minutes among TV families.

These are burning statistics. They could light the fires of hell under space media if buyers and agencies were impressed with them. To fight a raging forest fire, Rangers frequently start "back fires." Where in the world are the Radio Rangers today?

(7) While we have paid tremendous sums to radio research companies who *limit* our audience—who do not count *total* radio

(Continued on page 38)

NETWORK RELIEF URGED

WSAB Votes Aid to 'Disabilitated'

A RESOLUTION proclaiming formation of an organization to be known as CORN (Cooperative Organization for the Relief of Networks) was unanimously adopted last Thursday by the board of directors of the Washington State Assn. of Broadcasters.

Without alluding directly to the network rate cards, the resolution cited the "jitters" precipitated by the rate actions, and referred derisively to the networks as "disabilitated" persons. Members of the WSAB board are Fred Chitty, KVAN Vancouver, president; Jerry Greehan, KMO Tacoma, secretary-treasurer; Don Wike, KUJ Walla Walla, and W. R. Taft, KRKO Everett.

The resolution follows in full text:

WHEREAS, the networks of the great American system of broadcasting have jitters,

WHEREAS everyone even remotely connected with the great American system of broadcasting has experienced direct evidence of those jitters in their income,

WHEREAS mass desertion of brass within network ranks is further evidence of jitters,

THEREFORE, we of the great altruistic Washington State Assn. of Broadcasters do hereby create the orginization which shall henceforth be known as CORN (Cooperative Organization for the Relief of Networks). We hereby invite all broadcasters and the great American public to join with us in forwarding to those "disabilitated"* persons any contributions of food, clothing and other materials so that they may survive to maintain our great system of free democratic broadcasting.

*Source—WSAB

TRIO of key broadcasting industry leaders were among 11 recipients of honorary degrees presented during an Ithaca College mid-century convocation dedicated to the promotion of "international understanding and world peace." Slated to receive LLD degrees last Saturday from Dr. Leonard Job, college president, were (l to r) Justin Miller, NARTB president and general counsel and board chairman elect; Mark Woods, vice chairman of the board of ABC; and Michael R. Hanna, general manager of WHCU Ithaca and Rural Radio (FM) Network. Accompanying the degrees were citations noting Judge Miller as "outstanding jurist, university president and dean, administrator and counsellor, executive head of the world's largest communication organization;" Mr. Woods as "accountant, experienced industrialist and top flight radio executive;" and Mr. Hanna as "first teacher of radio classes at Ithaca College, radio station executive, student of the thinking people in other lands, national consultant in radio communication, vigorous friend and supporter of Ithaca College." Among other degree-recipients during the two-day convocation on many arts was George V. Denny, founder and moderator of *America's Town Meeting of the Air.*

AFFILIATES SHOWDOWN

Committee Fate to Be Decided

By RUFUS CRATER

THE incendiary radio rate question, overshadowed momentarily in network minds by CBS' bid for ABC (story page 23), moves toward the showdown area this week when the specially constituted Affiliates Committee meets in New York to chart its own future.

Technically, the first question to be settled by the Committee when it convenes Tuesday morning is whether to disband or to organize for a continuing campaign to sell radio and bolster its rate structures in the face of cuts already announced by CBS and NBC and imminently expected from ABC and Mutual.

This technicality appeared to industry leaders to have been answered already by the fact that before the end of last week 165 stations had contributed an estimated $10,500 to the committee's war chest for a permanent organization. Returns were still coming.

The committee leadership's thinking on the subject was reflected in their scheduling the meeting to last two days. It will be held at BAB headquarters under the direction of Committee Chairman Paul W. (Fritz) Morency, WTIC Hartford.

ABC, MBS' Rates

While the 13-man committee awaited its session—which, barring an upset in the trend of affiliates' reaction, will include the drafting of proposed courses of action—the anticipated ABC and Mutual network radio rate reductions had not materialized by Friday. There was no indication, however, that the plans for them had been anything more than delayed.

The delay to some extent was believed to result from the negotiations looking toward acquisition of ABC by Columbia and other interests, which not only would give networks their biggest upheaval but did give network people a topic for speculation of comparable magnitude throughout last week.

ABC executives nevertheless were known to be formulating their rate position, with further meetings Thursday and Friday. The network's general views were disclosed to members of the ABC Stations Planning & Advisory Committee by telephone. In these conversations ABC officials found no disposition among the SPAC members to attend a special meeting on the subject, presumably on the theory that they would fare no better than did the Affiliates' Committees of CBS and NBC in attempting to dissuade those networks from reducing rates.

ABC, which officially has said only that it will "meet the competition," is expected at least to match the approximately 10-15% reductions which both CBS and NBC ordered into effect with respect to time periods after 1 p.m. [BROADCASTING • TELECASTING, May 7, April 16]. Mutual, equally silent on the subject, also is expected to follow suit.

Los Angeles area radio stations, both network affiliates and leading independents, are maintaining their rate structures despite reductions announced by CBS and NBC, according to a survey made by Southern California Broadcasters Assn. KNX Hollywood, owned and operated by CBS and KFI Los Angeles, affiliate of NBC, are not lowering rates on local and national spot contracts, it was said.

Radio Delivers More

Radio advertising today delivers more circulation in Southern California at less cost than ever before, it was point out by Robert J. McAndrews, managing director of SCBA. Los Angeles County alone has had an increase of 27% in radio homes since 1946, with no general increase in station rates, he revealed.

"Sales of extra sets have brought the current total to 3,625,000 sets in the county, located in 1,394,557 homes, 184,250 business establishments and 1,241,595 automobiles," he said.

Mr. McAndrews pointed out that the average radio listening per home per day, while down slightly from previous years, is still over four hours. Total radio listening in Los Angeles County each day, in view of heavy population growth, is 39% above 1946.

FCC reports show that the 27 radio stations in Los Angeles Metropolitan District registered a 9.5% increase in revenue in 1950 over 1949. This is greater than any of the other 10 leading metropolitan districts, whose average raise was only 4.4 according to SCBA.

CBS affiliate in Little Rock, Ark., KLRA, last week announced a long-contemplated rate increase despite network reductions. The average increase was 15% for Class A time with one-time, one-hour rates raised from $75 to $85 according to W. V. Hutt, manager. The increase will become effective May 15, six weeks ahead of the CBS network reduction.

"Our advertisers are receiving more benefit from advertising on KLRA than they ever have before," Mr. Hutt said. "Increased listening has reflected itself in increased sales. Virtually every local client we have contacted thus far agrees that a rate increase is entirely justified. I believe that we and our clients are the best judges of the worth of KLRA advertising."

The uncertainty of the entire rate question, authorities noted, has been reflected in a marked lack of activity in network timebuying in particular.

Both CBS and NBC, it was reported, have yet to make their first new sales on their new rates, which are slated to go into effect July 1.

The special Affiliates Committee, set up a spontaneous meeting held during the NARTB's mid-April convention in protest against Columbia's just-announced rate reduction, is expected to incorporate if it decides to organize for a continuing campaign.

That decision is being formed by affiliates of all four networks, who were asked to submit checks if they wanted the committee to

(Continued on page 105)

MEDIA TEST

ARBI Offers Three Plans

THREE different plans designed to show radio's effectiveness as compared with other media have been submitted to the Affiliates Committee by Joseph B. Ward, managing director of Advertising Research Bureau Inc. (see rate story above).

Mr. Ward proposes to collect sales data at point-of-sale, working with national advertisers. ARBI has been conducting a series of studies on media effectiveness [BROADCASTING • TELECASTING, May 7, Feb. 26].

Three alternative plans, as submitted by Mr. Ward, propose:

1—National study of individual product on scale projectible nationally, with advertiser selecting product and number of markets. Cost depends on number of markets. Advertiser probably would supply premium. Assurance should be obtained from ANA that study would be considered conclusive for purpose.

2—Series of smaller individual studies. For example, sales of Tide could be checked in several markets at same time Ipana was checked in others. Combined data would supply reaction on media effectiveness. Each study of one product would cost about $5,000.

3—Combination study of minimum of three allied products, such as drug or grocery items; sales to be checked in any number of markets; cost per market about $2,000.

MARCH TIME SALES

Network Gross Down 2.4%

GROSS time sales of the four nationwide radio networks totaled $16,440,387 in March 1951 and $48,132,847 during the first quarter of this year, according to figures compiled by Publishers Information Bureau and released last week to BROADCASTING • TELECASTING. Both the March and the quarter gross represent a loss of 2.4% from the figures for the month and three-month periods of a year ago.

P&G Tops

Procter & Gamble Co. maintained its leadership among network advertisers easily in March, spending $1,634,194, at gross rates before discounts, for network time, more than twice the $800,269 gross network time expenditures of second-place General Foods Corp. Table

(Continued on page 97)

* * *

TABLE I

Top Ten Network Advertisers in March 1951

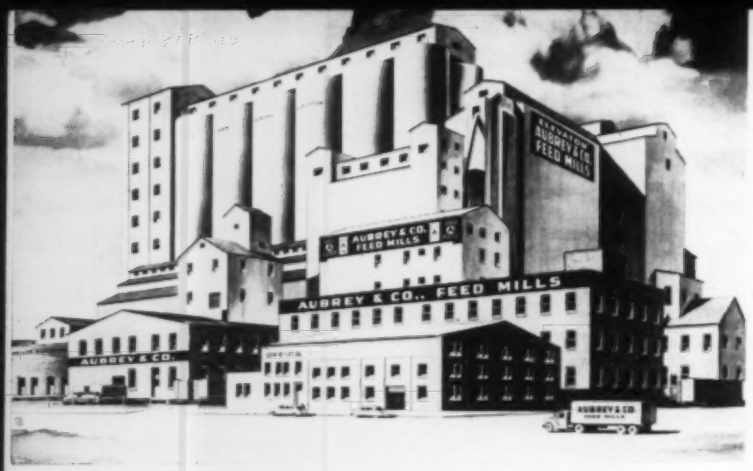
1.	Procter & Gamble Co.	$1,634,194
2.	General Foods Corp.	800,269
3.	Sterling Drug Inc.	716,029
4.	General Mills	659,219
5.	Miles Labs	570,630
6.	Lever Brothers Co.	565,938
7.	American Home Products	550,257
8.	Liggett & Myers Tobacco Co.	525,619
9.	Colgate-Palmolive-Peet Co.	514,268
10.	Campbell Soup Co.	486,550

* * *

TABLE II

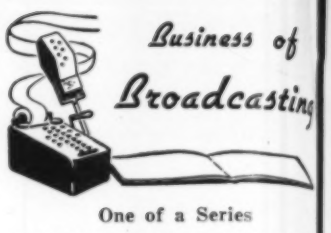
LEADING NETWORK ADVERTISERS BY PRODUCT GROUPS FOR MARCH 1951

Agriculture & Farming	Allis-Chalmers Mfg. Co.	$ 41,858
Apparel, Footwear & Access.	Frank H. Lee Co.	56,192
Automotive, Automotive Access. & Equip.	Electric Auto-Lite Co.	95,745
Aviation, Aviation Access. & Equip.		.....
Beer, Wine & Liquor	Pabst Brewing Co.	136,922
Bldg. Material, Equip. & Fixtures	Johns-Manville Corp.	107,361
Confectionery & Soft Drinks	William Wrigley Jr. Co.	166,555
Consumer Services	U. S. Government (Army & Air Force Recruiting Serv.)	188,006
Drugs & Remedies	Sterling Drug Inc.	674,822
Entertainment & Amusements		.....
Food & Food Products	General Foods Corp.	774,869
Gasoline, Lubricants & Other Fuels	Standard Oil of Indiana	133,499
Horticulture	Ferry-Morse Seed Co.	30,105
Household Equip. & Supplies	Philco Corp.	136,562
Household Furnishings	Armstrong Cork Co.	44,541
Industrial Materials	U. S. Steel Corp.	107,040
Insurance	Prudential Life Insurance Co.	118,522
Jewelry, Optical Goods & Cameras	Longines-Wittnauer Watch Co.	100,792
Office Equip., Stat. & Writing Supp.	Hall Brothers	88,458
Political		.....
Publishing & Media	First Church of Christ Scientist (Christian Science Monitor)	8,176
Radio, TV Sets, Phonographs, etc.	RCA	138,819
Retail Stores & Direct by Mail	Airways Inc.	2,096
Smoking Materials	Liggett & Myers Tobacco Co.	525,619
Soaps, Cleansers & Polishes	Procter & Gamble	1,045,911
Sporting Goods & Toys		.....
Toiletries & Toilet Goods	Procter & Gamble	433,713
Transportation, Travel & Resorts	Assn. of American Railroads	67,660
Miscellaneous	American Federation of Labor	101,527



The modern plant of Aubrey & Co. Feed Mills, sponsor of Market Digest *on WHAS Louisville.*

* * *



Business of Broadcasting

One of a Series

To Harvest Farm Dollars

Best Tool Is Radio

RADIO, as essential to the farmer as any piece of equipment he owns, is being used with conspicuous success to sell everything from tractors to ideas in the agricultural areas of the country.

Take these three examples:

● The Howard County Farm Bureau Co-op Inc., sponsor of two six-a-week, 15-minute programs on WIOU Kokomo, Ind.

● Aubrey & Co. Feed Mills, sponsor of the five-a-week, 10-minute *Market Digest* on WHAS Louisville.

● Aluminum Co. of America, Alcoa, Tenn., sponsor of the Tuesday, Thursday, Saturday, 15-minute *Voice From the Farm* on WNOX Knoxville.

The Howard County Co-op is owned and controlled by farmers and sells farm supplies, feed and implements. Its sales records, since it began using WIOU Feb. 1, 1950, are among the more spectacular radio stories in recent years.

In the nine months after it began sponsoring its WIOU show, *Indiana Farm Journal of the Air*, 6:30-6:45 a.m., Monday-Saturday, the co-op's gross sales jumped more than $250,000 over sales for the corresponding period of the year before. Its radio expenditures were less than 1¼% of the sales *increase*.

After its sales boost in the first nine months of its radio campaign, the co-op added another WIOU program, *IOU Farm Service*, 12:15-12:30 p.m. Monday-Saturday. Both programs are conducted by Dix Harper, WIOU farm service director.

Since Oct. 31, 1950, when the second program was added, the Howard County Co-op's sales have been running 34% bigger than for corresponding months a year before.

Some items of merchandise that were moved by the radio advertising for the co-op included:

Implement sales in Howard county went up 155% in 1950 over 1949. Some 1.2 million gallons of fuel were sold—a 29% gain over 1949.

Uses One-Week Drive For Spring Orders

In a one-week campaign last December the Co-op's radio commercials urged farmers to place orders for spring supplies of fertilizer. The state co-op had set the Howard county quota at 700 tons, based on previous years' buying and an expected increase in demand.

But as a result of the radio campaign, the Howard County Co-op booked orders for 1,803 tons in four days and had to stop taking orders because the entire fertilizer supply available for the next two and a half months had been sold.

The Co-op Hatchery sold 200,000 baby chicks during 1950 and by January 1, 1951, had booked orders for 62,500 chicks for spring delivery. That was 4,500 more than their quota and the first time the hatchery had reached its quota since it started operation in 1939.

The WIOU farm department prepares and airs more than two hours of farm program material daily and its success is attested by having received National Safety Council awards for distinguished service to safety on the farm in 1948 and the Public Interest Award for Exceptional service to safety on the farm in 1948 and 1949. The *Indiana Farm Journal of the Air* received the first award in agricultural broadcasting at the Fourteenth American Exhibition of Educational Radio Programs at Ohio State U. in May, 1950.

The early morning program sponsored by the Howard County Co-op regularly features market news, local farm news, recorded interviews with farmers or county agents and recorded music. The lunchtime ("dinnertime" in the farm belt) show includes a weather summary, full market reports and notices of meetings of interest to farmers.

Mr. Harper, the station's farm service director who conducts both programs, is 28, was raised on a farm and is a graduate of Iowa State College, where he majored in agricultural education.

Aubrey Buys First On WHAS in 1948

Aubrey & Co. Feed Mills, of Louisville, which distributes feed for livestock and poultry from Indiana south to Miami, east to Virginia and west to the Mississippi, was a solidly established enterprise before it bought its program on WHAS in December, 1948.

But radio gave it a startling sales boost. Since Aubrey began using the 6:35-6:45 a.m. *Market Digest*, conducted by Frank Cooley, WHAS farm program director, its gross sales have soared 225%.

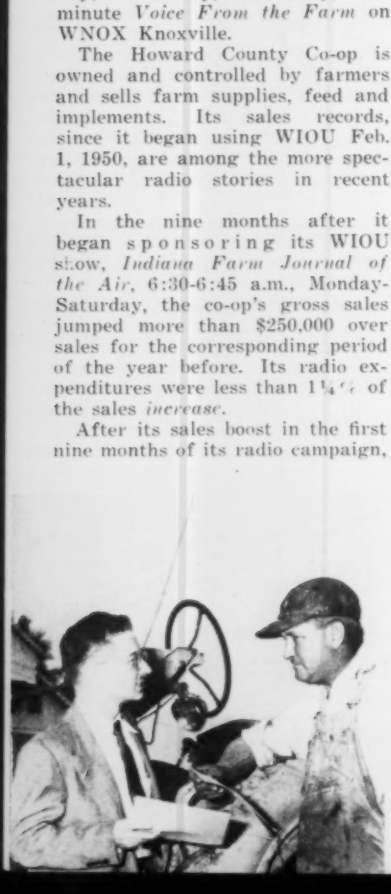
In the same period, the company added 200 dealers, a 25% increase

(Continued on page 93)

* * *

A Voice From the Farm *program is prepared for airing as Cliff Allen, WNOX news and farm editor, interviews agricultural authorities. L to r: Donald Walton, manager, Beverly Hills Sanitarium Farm; V. D. Parsons, U. of Tennessee dairy specialist; Mr. Allen; Shirley Spence, owner, Lashbrook Farms; H. P. Wood, WNOX agricultural consultant, and A. D. Cross, manager, Lashbrook Farms.*

* * *



Getting a local tie-in on farm news stories, Dix Harper (l), WIOU farm service director, discusses the situation with a Howard County farmer, Edwin Matlock. Notice the radio on Mr. Matlock's tractor!

CENSORSHIP TRENDS

Sarnoff, Coy Speak

AMERICAN LIBERTY stands upon three giant pillars of the spoken word, the printed word and pictures, Brig. Gen. David Sarnoff, chairman of RCA, said in a statement to a "trends in censorship" meeting sponsored by the National Council of Freedom from Censorship of the American Civil Liberties Union in New York last Wednesday night.

"Since the advent of radio broadcasting," he continued, "a new pillar has been erected, 'freedom to listen'. In this age of television, another new pillar has been established — 'freedom to look.' The structure of American liberty is supported by these giant pillars of public information—the spoken word, the printed word, and pictures.

"Wherever people are kept uninformed or misinformed," Gen. Sarnoff's statement went on, "they live in the dark and are denied the attributes of freedom which require light to grow as a plant requires sunshine. Freedom is the sunlight which gives strength to the press, to speech and to radio and television in America."

In another statement to the meeting, CBS President Frank Stanton said that "to speak one's own thoughts, free from governmental reprisal, is a fundamental right of a free people. The preservation of this right requires its responsible exercise . . . and it can be jeopardized by misue or abuse against the public interest, particularly in times of emergency or crisis."

FCC's Viewpoint

FCC Chairman Wayne Coy, in his statement, said that "the tremendous mechanism of radio broadcasting, consisting now of 3,000 aural stations and 100 television stations, will not realize its potential as a real instrument of democracy unless we are zealous in assuring that all sides of controversial issues are fully and fairly represented.

"The Commission," the chairman continued, "considers this as a most important point in deciding applications for renewal of license of broadcast stations. In reaching such a decision the Commission is guided by the station's overall operation during the period of its license . . . Best wishes to the American Civil Liberties Union in its fight to preserve our precious liberty of freedom of speech."

A hope that "all barriers will be torn away and that there eventually will be truly mass communication among free men everywhere" was expressed in a statement of Joseph H. McConnell, NBC president.

ABC Vice President Robert Saudek said that "freedom of expression is the foundation stone of this network in the field of controversial issues. We do not believe in censorship excepting where duly constituted authority exercises it for purposes of national security where lives of Americans would be endangered by the publication of certain types of information. This latter concession would seem to apply principally in cases of armed strife, in which the United States or its military allies are involved; and it would be our general view that even such cases should be limited in time to the critical period only."

Reel's Belief

AFRA National Executive Secretary A. Frank Reel expressed the belief that "any people, anywhere in the world, can be trusted to act intelligently if they are aware of the facts. I have come to the conclusion that the greatest single obstacle to world peace today is the existence of the Communists' 'Iron Curtain'. It seems obvious that we cannot fight the enemy's iron curtain by establishing one ourselves. Full freedom of expression, therefore, is as vital today as it was in 1776. It is the most important of those basic first principles that must be preserved."

H. V. Kaltenborn, veteran commentator who recently celebrated his thirtieth year in radio with publication of his recollections, said he believed that very little censorship existed in radio today. Mentioning the G. A. Richards case, Mr. Kaltenborn expressed the opinion that Mr. Richards has been rightly accused and said he was glad that FCC had prosecuted the matter.

Elmer Rice, playwright, struck out at all minority groups seeking to restrict free expression, reminding his audience that all its members were of minorities and urging their toleration as one of the prices of enjoying freedom. *Red Channels*, a listing of radio-TV performers allegedly having pro-communist or communist affiliations, Mr. Rice said, had deprived hundreds of performers of employment without their having had a chance to defend themselves.

The meeting, which was attended and supported by leading figures in radio, television, the theatre, films, publishing, art and industry, heard discussions of censorship threats in each of the fields represented.

WFDR New York made a tape recording of the meeting and scheduled it for broadcasting the following night.

BROWN ATTACK

Files Further Network Charges With House

GORDON P. BROWN, owner of WSAY Rochester, N. Y., has fired another broadside against alleged coercive and anti-trust practices of the major networks.

The broadcaster, outspoken foe of networks, last week submitted a further statement to the House Interstate & Foreign Commerce Committee. In it he supplements his previous testimony before the Committee on the McFarland Bill (S. 658) [BROADCASTING • TELECASTING, April 9].

Committee has indicated it will accept the addenda.

Mr. Brown's four-point supplement based on "four situations" that have arisen within the past month, leads off with the charge that the recent CBS rate cut is an attempt to "control" rates charged by all stations.

"The radio networks are about to exercise complete control of the radio industry to the extent of its possible ruination," he said.

Cites NBC

Mr. Brown referred to "the NBC attempt to control these affiliates rates" of last winter. He added that it "failed" because affiliates were able to "muster some resistance."

"CBS, no doubt, feels that they have a right to control the rates of all independent affiliations," he said. This, he contended, was based on a "serious misinterpretation" of the FCC's authority in the anti-trust proceedings of Mr. Brown's corporation against MBS, NBC and CBS. He disputed this right and quoted a portion of the Solicitor General's memorandum on this case in September 1948.

Mr. Brown's second point was answer to McFarland Bill testimony of Joseph Ream, CBS executive vice president [BROADCASTING • TELECASTING, April 30].

Quoting Mr. Ream as saying that the networks are "merely sales agencies," the Rochester broadcaster pointed to CBS's acquisition of Hytron Radio & Electronics Corp. and subsidiaries as well as a recording company, transcription firm and other industries.

NBC, he said, owns "every type of corporation imaginable . . . even to the ownership of the Broadway hit play, "Call Me Madam."

Third point of Mr. Brown was to support his original claim that the independent station had a right to seek rebroadcast of material from the sponsor and not the key station of a network. He contradicted Mr. Ream's testimony which cited, as one problem, the difficulties with the musicians' union. Mr. Brown maintained that if there was such a difficulty, it would be a violation of the penal provisions of the Communnications Act entitled "Coercive Practices."

Fourth and final point dealt with Mr. Brown's charges that networks sought to coerce and influence agencies and advertisers to discriminate against stations seeking to rebroadcast their radio shows for the second time in the same area. Allegation had been branded by Mr. Ream as "fairy tale."

FCC POSTS

Division Selections Pend

SELECTION of top personnel to serve under FCC Broadcast Bureau Chief Curtis Plummer was still pending last weekend. The newly-appointed head under the completed reorganization of the Commission along functional lines [BROADCASTING • TELECASTING, May 9], was away from his office all last week on a trip to Colorado.

It's expected that he will make the recommendations for placements shortly, with an eye to effective starting date of June 4 for Bureau operations.

Post of deputy director as well as heads of the divisions under the Bureau will probably call for GS 15 government ratings which provide for a minimum base of $10,000 per year. Bureau Chief is understood to be one grade higher.

Divisions are Aural Facilities, Television Facilities, Renewal and Transfer, Hearing, and Rules and Standards.

Speculation last week again centered on the possibility of Harry Plotkin, assistant general counsel in charge of the broadcast operations, moving into the post of deputy director of the Bureau. Slight, if any, increase in salary would be effected in view of Mr. Plotkin's long service in his present grade.

Questioned shortly after the announced reorganization as to the possibility of his becoming a special assistant to Chairman Wayne Coy, Mr. Plotkin refused to comment. Likewise, the Chairman's office would make no statement.

FM SETS SOUGHT

Heavy Demand in N. C.

PLEA for more FM-AM table radios to meet a demand in North Carolina was made to General Electric Co. last week by Josh Horne, president of WCEC-WFMA (FM) Rocky Mount, N. C.

In a letter to Ernest H. Vogel, manager of marketing, General Electric Co., Mr. Horne said 700 of a consignment of 1,000 FM-AM sets received April 15 had been sold. He said the remaining 300 could be sold promptly.

The letter voiced concern over fear that GE would not produce any more FM-AM sets until midsummer, and noted that the demand should go up because of severe static and interference during the warm months.

FCC 'PINKO' PROBE

Kearney Leads Faction

AMMUNITION for a proposed, so-called "pinko" probe of the FCC was being organized last week by at least one faction in Congress.

It was apparent that this Congressional group, led by Rep. Bernard W. (Pat) Kearney (R-N. Y.), is attempting to declare open season on Capitol Hill for hunting alleged "pink" elements in the FCC.

Rep. Kearney, who has introduced a resolution in the House (H Res 214) to set up a select committee to investigate the organization, personnel and activities of the FCC [BROADCASTING • TELECASTING, May 7], may receive strong support in the House Rules Committee from Rep. Eugene Cox (D-Ga.).

It was Rep. Cox and Mississippi Democrat John Rankin who steamrollered a cut in FCC funds in the House May 4 (see editorial, page 56, appropriations story page 25).

Both Congressmen bitterly denounced the Commission. Rep. Cox charged FCC with being a "dangerous agency." Rep. Rankin asserted funds should be withheld from FCC until it "cleans house."

Whether these scorching attacks on the FCC will dovetail into Rep. Kearney's proposal was moot. Rep. Cox told BROADCASTING • TELECASTING that he has not yet taken a position on the Kearney Resolution.

Rep. Cox, who fathered a probe of FCC during 1943-44, said the Kearney resolution would have to be considered as a request for "an entirely new investigation in an entirely new atmosphere."

It was learned that Rep. Harris Ellsworth (R-Ore.), part-interest holder in KRNR Roseburg, Ore., has questioned Rep. Kearney about his proposal.

While Rep. Kearney has been holding back on making an "official" and detailed statement on the purpose of his probe, enough information has been made known to form a general outline of what the Congressman would hope to accomplish.

Interested in Personnel

Primarily, he is interested in FCC personnel. It is understood that Rep. Kearney believes he has information which indicates alleged "leftish and pinkish" tendencies both in "ideas and thinking" within the Commission.

He thinks that such an important agency in the government should be screened carefully. Rep. Kearney apparently wants "heart-to-heart" talks with members of the Commission and the FCC's key personnel.

It is further known that the New Yorker wishes to know more about the granting of licenses to certain stations. In particular cases, he is of the opinion that "undue influence" was extended within the FCC. He is known to have "correspondence" in his possession dealing with the general situation.

Other factors have been pointed out. Rep. Kearney is second ranking GOP member of the House Un-American Activities Committee.

Congress is of an investigative mood. An inquiry into FCC personnel and activities, with a search for alleged communist sympathizers, would possibly fit into the political pattern. It could well cast overtones in anticipation of the national elections in 1952.

Rep. Cox set off the one-day anti-FCC crusade, which succeeded in its purpose of lopping off substantial funds for fiscal 1952, by saying the agency "because of its mischievous behavior [has been] one of the most dangerous." He called the Commission "an aggregation which with few exceptions has been for the past 15 or 16 years made up of pinks and reds and it has been operated in a manner comparable with what would be expected of hired agents of Moscow."

Alluding to the ill-celebrated Amerasia case, the Congressman declared "there must have existed in the Communications Commission a Communist cell in order for Amerasia to have obtained the highly secret documents it got from that source."

An almost equally antiquated case—that of Metropolitan Broadcasting Corp. which had operated WQQW Washington (now WGMS Washington) was dusted off by Rep. Cox. The corporation has since been reorganized and the stock has changed hands.

Charging that the FCC's "legal department has for years controlled the Commission," Rep. Cox accused the FCC of "rather than operate in an endeavor to develop broadcasting, has sought to dominate, to control, and to terrorize the communication operators everywhere."

Cox Attacks Coy

Directing his fire at Chairman Wayne Coy, Rep. Cox alleged FCC as being "dominated" by *The Washington Post*. In support of this allegation, the Georgian talked of Chairman Coy when he was vice president in charge of the *Post's* radio operations (WINX). He asserted that after Mr. Coy became chairman, "in 1948 . . . Eugene Meyer and *The Washington Post* were permitted" to purchase majority stock in WTOP-AM-FM-TV from CBS.

Rep. Cox stated flatly: "As a matter of fact, of all the agencies of the government, this is the one about which Congress should busy itself in the interest of purging and set up in its stead a new agency that will be imbued with the love of its own country."

From Rep. Rankin came the observation that Rep. Cox's statement "shows that this outfit is literally honey-combed with Communist or fellow travelers."

In reference to his committee probe of FCC in the early forties, Rep. Cox asserted that the "White House, then presided over by President Roosevelt, intervened" and "impounded" files of the FCC, the armed forces, as well as of the Budget Bureau. ". . . Insofar as I know there they still are," he said.

Chairman Albert Thomas (D-Tex.) of the House Appropriations Subcommittee on Independent Offices, swung to FCC's defense. It was his committee that had commended the job FCC has accomplished in its functional reorganization [BROADCASTING • TELECASTING, May 7].

Rankin 'Has Forgotten'

Confronting Rep. Rankin, the Texan said Rep. Rankin "has forgotten what the FCC does. I know the gentleman would not want to cut out the regulatory powers of that agency which holds down our long-distance and telephone rates . . ."

On personnel, Rep. Thomas said he could not agree with the arguments presented. Referring to Comr. Robert F. Jones, Rep. Thomas said: "He is no more a Communist than this table is. He is a loyal American, and the same applies to Wayne Coy, the able Chairman, and to other members of the Commission." Later in debate he named Comrs. George Sterling and Paul Walker as members of the Commission whom he considered had equal "character and integrity."

He reminded his colleagues that FCC has a "tremendous load" and cited various cuts in personnel voted by the Congress in recent years.

NEW YORK timebuyers were guests at a buffet luncheon hosted by WRVA Richmond, Va., in the WRVA theatre where the station's *Calling All Cooks* originates every Saturday morning. In the foreground are (l to r) Fred Cusick, Dancer-Fitzgerald-Sample; Gertrude Scanlon, BBDO, and Henry Untermeyer, CBS radio sales. Jack Stone, WRVA promotion manager, is at upper left.

RADIO FIRST

In Case of Attack; BAB's Rate Role

NEW JERSEY broadcasters faced two critical problems at their spring meeting last Thursday—the radio rate crisis and the role they will take in case of enemy attack.

Meeting at the Ritz-Carlton Hotel, Atlantic City, the state's station operators were told they will be "the first means of direct communication with the public." The statement was made by Thomas S. Dignan, New Jersey's Deputy Director of Civil Defense.

As to the rate problem, William B. Ryan, president of Broadcast Advertising Bureau, outlined BAB's plans to meet the situation head-on, calling for station support as the industry's sales promotion agency takes the lead in meeting onslaughts from buyers of time and competing media.

Mr. Dignan said: "If the bombs fall it is going to be your defense network we will use to tell the public the who, what, when, where and why. People are going to want to know if water is safe to drink, if there will be transportation available, what roads to use, if there is still danger. These first important questions are going to be answered by civil defense officials over the Defense Radio Network. In disaster areas where it will be life and death, we can't wait for the presses to roll. We'll have to have the Defense Radio Network."

Fred Weber, WFPG Atlantic City, acting civil defense director of the association, discussed broadcast operations during and after enemy air raids. Mr. Dignan presented a citation of merit to Maj. James L. Howe, U. S. Continental Air Command, for pioneering in development of the New Jersey network. Mr. Howe is president of WCTC New Brunswick.

Carl Mark, WTTM Trenton, presided at the two-day meeting as association president. The association was authorized to work for passage of a state bill giving radio equal privileges with the press in immunity for news sources.

Closer cooperation among radio stations to aggressively sell the medium was urged by Mr. Ryan. He told the broadcasters that radio should be sold on the basis of its total values, and that it should offer documented proof of cumulative audiences, well designed merchandising and others sales research and promotion tools to realize its full sales potential.

Pointing out that there are today more hours of radio listening than in 1946-47, according to Neilsen, Mr. Ryan excoriated destructive sales tactics such as P.I. deals, unmitigated rate cutting and other unconstructive tactics.

With respect to rates Mr. Ryan explained that the advertiser will stand by until he is sure that the rates are at the lowest point. Responsible broadcasters can and should get together locally to plan and promote, he said.

RATE CONFUSION

Hooper Sets Revision Urged by Michaels

REVISION of Hooperating figures covering TV listening to remove confusion arising from comparisons with radio reports was announced last week by C. E. Hooper, head of the research firm bearing his name.

Mr. Hooper's action was disclosed in a letter to Bill Michaels, station manager of KABC San Antonio. Mr. Michaels had contended that radio was prejudiced because audience ratings for radio show percentage of all homes, whereas Hooperating TV figures are based merely on percentage of TV homes.

The issue arose when Mr. Michaels informed Mr. Hooper he felt the confusion worked "to the definite disadvantage of AM and advantage of TV."

Explaining his position, Mr. Michaels wrote:

Ever since I can remember, until TV entered the picture, a Hooper "rating" indicated a specific percentage of overall population listening to a given radio program within a definite geographic area, subject to some very minor adjustments to project over both telephone and non-telephone homes. To the best of my knowledge all calls were counted, and if a home didn't happen to have a radio the call was not discarded—merely regarded as a non-listener. In my opinion this is the proper and simplest way to handle it, since the number of non-radio homes was insignificant.

Well and good, until TV entered the survey picture. Then, because the number of TV homes was very minor as compared to AM homes, and because it was relatively easy a couple of years ago to keep track of the TV homes, we started a new method of calculating "TV Ratings." These "ratings" were based not on overall random calls, but on calls to TV homes only. So that if TV homes made up only 5% of the total homes, and half of that 5% were viewing a given program we came up with a TV rating of not 2.5 as the same number of listeners would yield on AM, but a 50.0.

And let's not kid ourselves, a great many of the advertisers and buyers not actually digging into the foundation and basis, were at least partially deluded and misled—and some still are. How much indirect damage and business this has caused AM advertisers it is hard to say. But let's not deceive ourselves that AM is not being hurt by the confusion.

As more and more TV stations take the air, we can expect a continued subdivision of audience to the point where it is going to be more confusing than ever, and even more detrimental to the AM picture. For as some of the 44.0s approach 20.0s for the TV shows, it will be less apparent than ever that AM figures apply to overall population and TV figures to an arbitrarily limited group.

Mr. Hooper responded by introducing the words "TV-Home" before the word "Hooperatings." He said he believed the day will come when radio and television ratings will be reported on an all-home base.

In reply, Mr. Michaels said he considered the new designation "the first step in correcting the problem." He suggested the following type of entry be placed at the bottom of each rating sheet: "Ratio of TV-Home Rating to Overall Rating: ⅛ or 12.5%."

RADIO-TV STUDY

House Group Interested

SPECULATION that the House Committee on Un-American Activities may turn a probing eye to the radio and television industry sometime before Congress adjourns was held out last week.

There apparently was some sentiment for at least a minor investigation of possible Communist infiltration in the broadcasting field, although one committee member declined to be quoted by name and others were unreachable.

The possibility of hearings involving radio and television personalities was advanced as the committee prepared to resume sessions on its Hollywood entertainment probe tomorrow (Tuesday). It was understood, however, that the radio-TV phase would not be pursued exclusively until completion of the present hearings.

Lending weight to a possible broadcasting probe was the disclosure last week that at least one radio writer and one TV producer already have been subpenaed from the industry. Their identities were not revealed.

Chairman John Wood (D-Ga.) of the committee and Chief Counsel Frank Tavenner Jr. were unavailable last week, with the result that no authoritative answer on the radio-TV query could be obtained. But one committee member expressed feeling that the current entertainment probe should not be limited to motion pictures but be extended to the mushrooming TV industry and even radio. Sam Moore, former head of the Radio Writers Guild and a radio writer, already has testified before the committee. Abe Burrows, a television entertainer, also has either been served or tabbed for subpena and is expected to appear in future sessions.

A Republican member who is said to favor such a probe is Rep. Harold Velde (R-Ill.), a former FBI investigator. Still another is Rep. Francis Walter (D-Pa.), second ranking majority member on the committee.

NEW AM STATION

WANT Richmond Now on Air

WANT Richmond, Va., began broadcasting May 4 on 990 kc with 1 kw daytime, affiliated with UBC. Glen A. Harmon is general manager, Theodore Austin program director and Silas Bell chief engineer. Sports and music are featured with Negro disc jockeys, Milton Johnson and Wilbur Lewis.

The station brings Washington Senator baseball games to Richmond, sponsored by Old Georgetown Beer, made by the Christian Heurich Brewing Co., Washington.

Electronics Conference

AN industrial electronics conference will be held May 22 at Hotel Carter, Cleveland. The conference will be sponsored jointly by the Cleveland sections of the Institute of Radio Engineers and the American Institute of Electrical Engineers. Among those scheduled to speak are Dr. Eugene Mettalmann consulting engineer; Edward W. Chapin, chief FCC laboratory; Wilfred L. Atwood, manufacturing engineer; I. S. Coggeshall, national president of IRE, and Marvin Hobbs, chief, electronics division, Munitions Board.

RING PLAN FUNDS

Senate Upholds Cut

PRESIDENT Truman's "Campaign of Truth"—envisioning a worldwide network ring of radio stations and ship-borne transmitters designed to pierce Iron Curtain countries—was temporarily deprived of supplemental funds on Capitol Hill last week.

The Senate elected to by-pass floor debate on fresh Voice of America expenditures, thus sustaining the recommendations of the Senate Appropriations Committee and, earlier, the House. But State Dept. officials were to have resubmitted testimony in support of additional monies for new transmitter facilities during hearings on the department's regular 1951-52 budget. The Voice supplemental was cut 90%.

At the same time the upper chamber also backed up substantially the recommendations of the Senate group relating to fund cuts for the Federal Civil Defense Administration. Radio transmitter and other equipment for "the nerve system of civil defense" was not affected, however, and in fact received a boost over House levels. But appropriations to educate "the man on the street" by radio, TV and other media were pared.

In backing House action that pared the Voice appropriation from a requested $97.5 million to $9,533,939, the Senate group said it also had denied these additional funds "in view of the urgency" in connection with the bill together "with the necessity for securing complete details" on such a vast program. The committee vote was 10-9 for the cut.

Edward W. Barrett, Assistant Secretary of State for Public Affairs, had told the Senate Appropriations Committee during hearings that the proposed $97.5 million was "exclusively a capital investment budget solely for the construction of the very major radio facilities" and did not involve funds for production of radio programs.

The "Ring Plan," he said, envisions a system of 14 strategically-located relay bases, fed through U. S. outlets, which would, when completed, "literally blast the Voice of America through to all critical areas." He said one-third of the project "has been completed or is in the process of completion."

Seven Transmitter Project

The $9 million-plus figure voted by the House and Senate represents funds earmarked for seven transmitter projects already authorized, with the remainder originally tabbed for new facilities [BROADCASTING • TELECASTING, April 16]. Mr. Barrett estimated that $50 million of the sum requested would have been used to place orders for electronic equipment, power plants and steel.

Foy D. Kohler, chief, International Broadcasting Division (Voice), said that as a result of findings by James D. Shouse, Crosley Broadcasting Corp., NARTB President Justin Miller and others, the Voice hopes to initiate new programs on the Continent, to be integrated with the shortwave operation out of the U. S.

Sen. Joseph McCarthy (R-Wis.), sitting in on the State Dept. request, took an active part in the line of questioning, particularly on queries involving department personnel and distribution of small portable radio sets overseas, as well as the proposed Vagabond project envisioning ship-laden transmitters. Tests get underway in July. Such a project, according to Mr. Barrett, may cost slightly more to install and operate.

Sen. McCarthy stated that he is "much more disturbed" about the broadcast of certain "tripe" than what appeared to be Communist propaganda. He referred to a program giving Arabic women advice on knowing "whether or not you are truly in love."

On civil defense funds, the Senate slashed in half funds voted by the House but increased operational monies appreciably. The warning and communications system, comprising organizational equipment and operating costs, was allotted $4 million.

The Senate group, however, pared Audio-Visual and other media information activities from the House-approved $890,000 to $500,000 after strong protests from Millard F. Caldwell Jr., Federal Civil Defense Administrator. The House had slashed operating costs considerably and simultaneously urged greater emphasis on the educational program through radio, TV and other media.

SET TARIFFS CUT

Import Levy down 25 to 50%

LEVIES on the import of radio and television sets, as well as a host of musical instruments, will be pared drastically—from 25% to 50%—under an agreement reached at a 30-country tariff conference held in Torquay, England. The reduced tariffs are expected to become effective upon ratification by each country, sometime within the next six months.

At the same time it was agreed that duties on zinc, aluminum, lead and other raw materials—all vital for electronics manufacture—will be cut anywhere from 20% to 30%. Countries involved in the agreement include England, France, Canada, Italy, Germany, Norway, Turkey and Sweden, all of whom will, in turn, cut their levies on import of U. S. goods.

One effect on American radio-TV and other equipment producers is likely to be price cuts in a number of items, possibly radio-TV sets and phonographs, and thus stiffer competition in the United States—providing price boosts don't nullify the lowered imports.

Export demand for radio receiving tubes and receivers has increased steadily in recent months. Dollar value of tubes covered by applications for export licenses during the first quarter of 1951, for example, has almost equaled total exports to many countries for all of 1950.

Mounting export demand for tubes is attributed to expanded defense programs, greater dollar availability, TV developments, need for replacement tubes, advance buying and duplication of orders. Because of these demands, an Electronic Equipment Advisory Committee has advised the Commerce Dept.'s International Trade Office, priority assistance is greatly needed to further mutual defense efforts.

Top exporters of all electronic equipment dollarwise for the first quarter of 1951 were Italy, Belgium, France, Sweden, Switzerland and Spain. Export applications approved for that period total $1,567,000 compared to $1,556,800 for the 12 months of last year.

AFRA CONTRACT

HCL Negotiations Opened

LOS ANGELES Local, American Federation of Radio Artists, is slated to open contract negotiations this week with 13 independent stations for cost-of-living increases for staff announcers. The union's reopening contract was signed with the stations in September 1950.

In accordance with a clause contained therein, the contract could be reopened in six months, if the cost of living rose 10 points. Stations negotiating are KFAC KFWB KFVD KMPC KGFJ KRKD KLAC Los Angeles; KXLA KWKW KALI Pasadena; KGER and KOFX Long Beach, and KIEV Glendale.

PREPARATIONS for the 47th annual convention of the Advertising Federation of America in St. Louis, June 10-13, are made at a pre-convention rally at the Advertising Club of New York by (l to r, seated): Roger Barton, editor, *Advertising Agency;* Mrs. Sara Pennoyer, vice president, James T. McCreery & Co.; Ned Baron, sales promotion manager, Interstate Department Stores Inc.; (standing) John A. Thomas, head of television account service for BBDO; Elon G. Borton, AFA president, and Eugene S. Thomas, general manager, WOR-TV New York. All are scheduled to speak at the convention.

* * *

AFA MEETING

Convention to Draw VIP's

ADVERTISING and media executives will mingle with top government and military officials at the 47th annual convention of the Advertising Federation of America, to be held June 10-13 at the Chase Hotel, St. Louis, with the convention theme of "Advertising's Opportunities in a Mobilization Economy."

Opening general convention session on Monday, with Eugene S. Thomas, general manager, WOR-TV New York, and convention program chairman, presiding, will present three speakers on the subject "Special Jobs for Advertising in 1951": Samuel C. Gale, vice president, General Mills, speaking on "Public Service"; Arthur C. Fatt, executive vice president, Grey Advertising Agency, on "Combatting Shortages and Loss of Quality," and Brig. Gen. Frank Howley, former American commandant of Berlin, on "The World Picture." Charles Sawyer, Secretary of Commerce, will address the Monday general luncheon.

Other Highlights

Other agenda highlights:

Tuesday morning general session, on "Special Advertising Problems in 1951," will include reports on "Prospect and Consumer Service" by Roger Barton, editor, *Advertising Agency;* "Government Regulations" by Ralph Hardy, government relations director, NARTB; "Government Taxes" by J. K. Lasser, tax consultant, and "Future of Our Economy" by Dr. Paul Nystrom, Columbia U. professor of marketing. Fairfax M. Cone, board chairman, Foote, Cone & Belding, will be the Tuesday luncheon speaker.

Millard Caldwell, Civil Defense Administrator, will address the general club session Monday afternoon. Tuesday afternoon will be devoted to the annual AFA business meeting. Three departmental sessions will be held Wednesday morning, including one on television, at which John A. Thomas, head of TV account service, BBDO, New York, will discuss "Tested Methods of Avoiding TV." Other speakers at this session are still to be announced. Other departmentals will be devoted to retail and industrial advertising.

The Erma Proetz Award for the "Advertising Woman of the Year" will be presented at a Sunday "brunch" session which will officially open the convention. The high school essay contest winner will be presented at Monday's luncheon when the governors of the Mississippi Valley states will be guests, and the club achievement awards at the Wednesday luncheon which will conclude the convention.

Scheduled convention entertainment includes a Sunday cocktail party, a "trademark" costume party on Monday and a "speakerless" banquet and dance on Tuesday.

RALEIGH DROPS

NBC's 'People Are Funny'

BROWN & WILLIAMSON Tobacco Corp., Louisville (Raleigh cigarettes), following the May 29 broadcast and after nine years, discontinues *People Are Funny* with Art Linkletter on 168 NBC stations, Tuesday 10:30-11 p.m. (EDT) with transcribed repeat on 71 NBC stations, Saturday, 7:30-8 p.m. (EDT).

Cancellation resulted from "inability to make a reduced budget deal with NBC for a lesser number of stations in their Tuesday time spot which would have allowed extra money for TV spot announcements," according to John Guedel, producer and co-owner with Mr. Linkletter of package. Raleigh agency is Russel M. Seeds Co., Chicago.

BOYD RESIGNS

PRB Being Dissolved

P.R.B. Inc., New York program packaging firm, is being dissolved, it was announced last week. Malcolm (Mal) Boyd, vice president and general manager, has resigned to commence theological studies toward priesthood in the Protestant Episcopal Church.

Organized in the fall of 1949, P.R.B. Inc. is equally owned by Buddy Rogers as president, his wife Mary Pickford as director and Mr. Boyd. A board member of the National Society of Television Producers, Mr. Boyd continues membership in American Television Society of New York, Academy of Television Arts & Sciences, Academy of Motion Picture Arts & Sciences, and Hollywood Ad Club.

PRB's dissolution will not affect applications of Miss Pickford for TV facilities in Winston-Salem and Durham, N. C. [BROADCASTING • TELECASTING, April 25, 1949] Spokesman last Friday reiterated that Miss Pickford will vigorously pursue these applications as soon as the TV freeze is lifted.

KOWL IS SUED

Pastor Asks $100,000

SUIT for $100,000 damages has been filed in Los Angeles Federal Court against KOWL Santa Monica, Calif., by Rev. Clayton D. Russell who charges his reputation was injured by intimations that he was favorable to Communism.

Rev. Russell, pastor of People's Independent Church of Christ, Los Angeles, according to the complaint, broadcast his sermons and church services weekly over KOWL until Oct. 24 last, when they were suddenly cancelled. In explanation of the termination, the pastor charges, KOWL released a statement which said his name had appeared on lists of persons "supposed to be friendly to Communist front organizations."

However, the station added: "We have watched his sermons closely and he has never uttered a word that could be objected to and we do not think he is a Communist. But we don't want to take any chances." In addition to damages, Rev. Russell asks the court to compel KOWL to restore his broadcasts.

STORE JINGLES

WBS Reports Sales Upsurge

UPSURGE in buying of commercial jingles by department stores and menswear establishments was reported last week by World Broadcasting System. Many of the local buyers, it said, were using radio for the first time.

World executives were reported to feel that such firms were "wide open" for being sold radio time "when presented with the right tool to do a selling job in their communities," although no general trend was seen. World affiliates during April reported 28 contracts for 26-or-more weeks with such sponsors.

COPYRIGHT LAW

NARTB Objects To Amendment

INQUIRY has been made by a House Judiciary subcommittee on whether the copyright law should be broadened to protect recording rights of authors of poems and novels.

The law already affords rights to authors of dramatic works.

If the bill were enacted, it is claimed radio and TV stations would have to ask permission of the author before airing either the composition itself or an excerpt.

As pointed out by Vince Wasilewski, NARTB attorney, who opposed the amendment (HR 3589) to the copyright act, it would also penalize the broadcaster for carrying an individual's speech wherein a quotation from a literary work is included, even though the speaker cleared the quotation with the author. The station, itself, it was understood, would also have to seek permission.

Complete Overhaul

The NARTB spokesman asked that Congress overhaul the act completely rather than act on it piecemeal. He said the $250 penalty involved against the broadcaster would apply, under the act, if the station happened to air any part of the authors' works.

He said such a provision might go beyond its intent and could even be interpreted as preventive to the "reciting of a poem on the floor of Congress."

A Congressman, who transcribed his program for rebroadcast by the home station, not only would have to clear any quotation with the author but the station airing the speech also would necessarily need the author's approval.

Mr. Wasilewski said "the sole effect of this bill is to put into the hands of the author and book publishers a very big bargaining stick in the form of the $250 infringement penalty . . . any small group of authors of publishers will be able to form a licensing society and then go to every broadcasting station in the country and negotiate with each for a license."

If the station refused to sign a contract, he theorized, "it would be a . . . simple matter for the group to monitor that station . . . and if the station innocently broadcasts a copyrighted 'literary work'—even an advertisement—the station would, be faced with a liability of $250 at the minimum. . . . Consequently the station could be coerced into taking the license, not as payment for something which it intends to utilize in its broadcasts, but more as an insurance policy."

The Authors League of America said it regretted that Congress did not foresee radio, TV and long-playing records when it drafted the copyright laws in 1909. John Schulman, the league's general counsel, spoke in favor of the measure, asking Congress to stop the presentation or recording of copyrighted novels or poems.

For the broadcast of these literary works, Mr. Schulman declared, the authors collect no royalties.

The American Book Publishers Council in a statement entered in the record echoed this sentiment.

Another group testifying was the American Society of Composers, Authors and Publishers. Herman Finkelstein, general attorney, pointed out that today long-playing records can condense a novel into a single reading. These developments, he said, have brought profit to the phonograph record manufacturers and to the recording artists but no comparable return to the author. This would apply to the broadcast of these records as well as to live performances.

HOLLIS SEAVEY (l), MBS director of Washington operations, accepts a plaque for Gabriel Heatter, MBS commentator, from Sen. Richard Nixon (R-Calif.). The award, from the Santa Ana Detachment of the Marine Corps League, was made to Mr. Heatter for his "unselfish aid and assistance to the league."

GAMBLING BAN

Legislation in 'Draft' Form

LEGISLATION to carry out a proposed ban and regulation of interstate transmission of gambling information is in "draft" form, Chairman Herbert R. O'Conor (D-Md.), of the Senate Crime Investigating Committee, said last Thursday.

Sen. O'Conor said the bills would be introduced "quite promptly." They will embody recommendations as contained in the crime probers' third and final interim report released a fortnight ago [BROADCASTING • TELECASTING, May 7].

There are eight bills in all. Two of them would carry out the suggestions on gambling information. Persumably they would (1) ban transmission of bets and wages in interstate commerce and (2) outline licensing procedure for firms engaged primarily in the distribution of gambling information.

The licensing bill, according to Sen. O'Conor and Richard G. Moser, chief committee counsel, who succeeds Rudolph Halley in that position, would be aimed at the nationwide racing news service (Continental Press Service) and would not be designed to restrict regular news services nor to interfere with press freedom.

It is believed the bills dealing with gambling data will be sent to the Senate Interstate Commerce Committee. That committee has been designated as the Senate group to take over the crime probing activities upon expiration of the special crime committee in September.

AP's NEWS FILM

Shows Income Potential

A COLOR film about public interest in radio news and news presentation, "Your News and Its Revenue Potential," was shown at the spring meeting of the Kansas Assn. of Associated Press Broadcasters in Wichita April 29, AP reported last week.

The film was shown to 36 broadcasters and five AP representatives attending the meeting by Oliver Gramling, AP assistant general manager.

A monthly contest for the best news story turned in by a radio member was voted by the association, which discussed plans for radio members protecting AP on news breaks, and elected as vice chairman Thad Sandstrom, of KSEK Pittsburg, Kan. The term of Chairman George Gow of KANS Wichita has six months to run.

BOSTON REC

Shea Elected President

EDMUND J. SHEA, radio and television director, James T. Chirurg Co., Boston agency, was elected president of the Radio Executives Club of Boston at a meeting May 2 in the Hotel Touraine.

Other officers elected were:

W. C. Swartley, manager, WBZ-AM-FM-TV Boston, first vice president; Elmer Kettell, Kettel-Carter, station representative, second vice president; Rudolph Bruce, advertising manager, New England Coke Co., treasurer, and Paul Provandie, Hoag and Provandie advertising agency, secretary. Named to the board of directors were William B. McGrath, managing director, WHDH, representing Boston radio stations; Nathan Herman, account executive, WNAC-TV, Boston TV stations; William F. Malo Sr., commercial manager, WDRC Hartford, out-of-town radio stations; Janet Gilbert, radio and TV director, Harold Cabot & Co., advertising agencies; Edmund Greene, advertising manager, Monsanto Chemical Co., advertisers; Robert C. Foster, New England manager, Paul H. Raymer Co., radio or TV station representatives, and Barbara Keane, partner, Beacon Television Features, radio or TV services.

JOSEPH A. McDONALD (l), ABC vice president, pins a membership insignia on the lapel of Johnny Olsen, host of the Philip Morris *Luncheon Club*, welcoming him to membership in the Radio Pioneers Club. The club is reserved for those who have served at least 20 continuous years in radio broadcasting. Mr. Olsen received the award May 11, climaxing a week-long celebration of his 25 years in show business.

LABOR DISPUTE

AFL, CIO Compete in L. A.

AFL's IBEW and IATSE planned further steps this week to check the "invasion" by CIO's NABET into the radio and television fields.

Nine Los Angeles representatives of all local AFL entertainment unions were slated to meet early this week to consider plans drawn up by a special sub-committee. The recently appointed sub-committee, made up of representatives of eight AFL unions, has been meeting to plan the organization of radio and TV technicians and engineers in the Los Angeles area.

First step in the AFL plan to maintain its foothold was the signing of renewal contracts two weeks ago with seven stations covering broadcast engineers. The stations were KGFJ KFVD KFAC and KRKD Los Angeles; KWKW and KALI Pasadena and KGER Long Beach.

At present IBEW represents television workers locally at KTSL KLAC-TV KTTV; NABET represents at KNBH (TV) and KECA-TV; IATSE at KTLA and KFI-TV. NABET advocates setting up one union for all engineers and technicians.

April Box Score

STATUS of broadcast station authorizations and applications at FCC as of April 30 follows:

	AM	FM	TV
Total authorized	2374	668	109
Total on the air	2264	652	107
Licensed (All on air)	2235	519	73
Construction permits	139	148	36
Conditional grants		1*	
Total applications pending	908	204	460
Requests for new stations	263	10	402
Requests to change existing facilities	249	28	25
Deletion of licensed stations in April	0	1	0
Deletion of construction permits	2	5	0

* On the air

Building Bottleneck

(Continued from page 23)

in authoritative legal and government circles last week, it appeared that the issuance of authorizations would hinge on these criteria:

● Grants or permits already issued by the Commission would be taken into consideration by NPA before recommendations are made.

● The existence of current AFM-FM-TV facilities within any one community would be studied.

In the latter instance, the view of competent authorities is that authorization for, say, an AM station facility in a city already claiming four or five such facilities, would be denied. A request to commence FM station construction in a market with few or no such stations, on the other hand, probably would be allowed, it was speculated.

In cases where AM or FM facilities are virtually non-existent, permits might be authorized to alleviate a "hardship" and not deprive the community of a vital service.

The NPA order also specifies construction of television stations, but this is regarded as academic in view of the FCC freeze on new TV station grants. Manufacturers of radio-TV equipment—the regulation spells out "building, structure or project"—are not affected save those who would seek to expand present plans, it was explained.

Interpretations Offered

The regulation poses various situations involving station construction in various steps. NPA's general counsel office offered these interpretations, ruling that authorizations would be needed where:

(1) A broadcaster has been granted a CP but has made no expenditures in contracts or begun actual construction.

(2) A broadcaster may have obligated "moderate or reasonable funds" for equipment but has done nothing toward actual construction or site clearance.

In the latter instance, NPA authorities felt that any such authorization would be granted if filed.

Broadcasters who already have completed certain construction phases on designated sites—like the sinking of pilings—would not be required to file for permits. But the order provides that "no person shall accept an order for, sell, deliver . . . material, equipment or supplies (transmitters, steel towers, etc.) which he knows, or has reason to believe, will be used in violation of . . . the order."

Commencement of construction was defined to include "substantial site clearance (including demolition of buildings or structures), preliminary to the start of or incident to the work on a new building, structure or project; or to incorporate into a building, structure, or project, substantial quantities of materials which are to be an integral and permanent part of such building, structure, or project."

SARAH CHURCHILL, daughter of the former British prime minister, received ample male encouragement when she made her radio debut over the CBS network May 3 on the *Hallmark Playhouse* drama series. Miss Churchill starred in a dramatization of the novel, *A Breath of Air*. L to r: Hugh Lucas and Ed Cashman, of Foote, Cone & Belding, agency for the show sponsored by Hallmark Cards; Bill Gay, producer-director; James Hilton, British author, host and narrator, and Miss Churchill.

The new regulation, which amends an earlier order exempting radio and television broadcasting [BROADCASTING • TELECASTING, Jan. 22], will also include newspaper printing and duplicating plants. In that respect, industry authorities felt that it is "not discriminatory" and in fact includes all industrial facilities.

It was recalled that as far back as last October, when NPA first issued its construction order, the agency warned that anyone starting construction not on its prohibited list but which "does not further the defense effort," would run the risk of being unable to finish construction [BROADCASTING • TELECASTING, Oct. 30, 1950].

A breakdown on outstanding grants for which authorizations will be needed was not available last week. FCC currently has on record, however, an estimated 264 AM and 12 FM applications pending, and 139 AM and 4 FM in hearing. CPs have been issued for 142 new AM and 150 FM outlets, which are involved in varying degrees of contract obligation or actual construction.

Observers raised the issue of cases now in hearing before the Commission—whether FCC will proceed with actual hearings. The Commission had adopted no policy as of last Thursday.

NARTB legal and government officials last week maintained close contact with NPA and the FCC as they attempted to weigh the import of the agency's action on new construction in the broadcast field.

NPA also provided in its order that reconstruction of facilities damaged in a disaster or any "Act of God" would be permitted after repair and maintenance as well as alteration and additions within the limits of $5,000 for any 12-month period. The $5,000 figure includes only actual construction costs. And a limitation of 25 tons of steel is imposed.

The chain of procedure for applying for authorization, as tentatively seen last week, would be along these lines:

Broadcasters are instructed to apply on NPAF-24 to their nearest Dept. of Commerce regional office—in the area where construction is desired. The local office would then process the applications to NPA, which would then channel them to the agency's Construction Controls Division in Washington. Applications must be accompanied by complete, detailed plans and specifications, as well as a list of the materials to be used.

Authorities in the Construction Controls Division indicated last week that they probably would consult with NPA's Electronics Products Division and also FCC on occasion. The division then would submit its recommendations to NPA Administrator Manly Fleischmann for final determination.

Cottone Is Liaison

FCC General Counsel Benedict Cottone has been serving as liaison for the Commission in its contacts with NPA. Mr. Cottone said last week he has attended some preliminary meetings with the agency but expressed surprise at the order. He added that no specific procedure has been evolved relating to FCC-NPA liaison.

Officials emphasized that requests will be decided "on the merits of individual cases" on the basis on types of materials needed and the possible hardship a denial of the request would have on the respective community. This is the primary criteria on which the government will act, it was stressed. Other considerations will involve furthering "of the defense effort" and essentiality "to maintenance of public health, safety and welfare."

In issuing the regulation, NPA said the action was taken to "promote further conservation of steel and other construction materials in the interest of the defense program and to coordinate requirements of the industry with NPA's Controlled Materials Plan."

At the same time officials expressed hope that the new program also will help save vital supplies of copper and aluminum which, together with steel, will be allocated under NPA's Controlled Materials Plan beginning July 1. The order is aimed primarily at use of structural steel, which may become more plentiful in the next few years.

As of now, further radio-TV construction is "less essential" alongside of defense and defense-supporting programs, it was held. Falling under the order would be proposed radio and television centers and other projects. The original order was directed at new buildings for amusement, recreational or entertainment purposes.

The order was issued following a meeting of NPA officials with a Construction Industry Advisory Committee. Broadcast industry advisory representatives were not consulted, nor were publishers' industry groups. The move also was taken without previous consultation with Electronics Products Division and its chief, John G. Daley.

Follows Equipment Order

The virtual construction ban came, ironically enough, only a week after NPA had tabbed commercial radio and TV equipment (transmitters, amplifiers, radio receiving tubes and other equipment as "essential" and earmarked allocations of steel, copper and aluminum for the industry. The earlier order made no such provision for home type radio-TV sets [BROADCASTING • TELECASTING, May 7].

Designation of transmitting tubes and other equipment as "essential" was held in some quarters as partly academic now, especially in cases involving new station facilities as distinct from orders for replacement products.

Meanwhile, the government did take steps last week to assure a supply of nickel for use by the receiving tube industry during May and June. NPA allotted 200,000 and 180,000 pounds for those respective months, but pointed out that even this sum represents a reduction in the "minimum nickel requirements" given by an industry advisory committee.

These quantities should, however, tide the tube industry over on a minimum operating basis in light of industry conservation programs and the increasing scarcity of the metal.

The tube industry had assured government officials earlier that adequate supplies of tubes would be channeled through tube distributors for replacement purposes. NPA explained that tubes for new home radio and television sets will be available "only after all other needs have been met."

In a blanket move aimed at all nickel users, the government clamped a limitation on deliveries for May, cutting them to 15% of

(Continued on page 38)

FALL,

WINTER,

SPRING,

→ SUMMER,

LISTENERS (NOT SEASONS)

MAKE THE AUDIENCE!

By now, almost everyone agrees that Summertime radio provides as many (if not more) listeners than any other season.

This fact has been proven by many surveys and just plain common sense. Less than 7 percent of the nation's people are on vacation at any one time. And when they go, today's vacationers take their radios with them. Iowa Radio Audience Surveys show that even during the past two years there has been a tremendous increase in sets used during the summer. *Families* owning portable sets has increased by 66,019 — *families* owning radio-equipped autos has increased 145,462 since 1948.

In Summer, radios flock to the beaches, mountains and lakes; on family picnics; they take weekend trips and week-night drives, they're practically "standard equipment" in automobiles and summer cottages. (The 1949 Iowa Radio Audience Survey found that 80.5% of the men and 63% of the women listened to their auto radios when traveling more than 100 miles.)

Radios are as much a part of the summertime American scene as bathing suits, picnics and "two-weeks-with-pay". Actually, *people are more dependent on radio when vacationing than when at home.* If you want further facts, ask us or Free & Peters!

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

Spirited Bidding

(Continued from page 23)

dangers in any attempt to dissipate the assets of ABC" and that "legal action will be taken against the officials of CBS and ABC if properties of ABC are thrown on the market as a result of such agreement."

"We feel constrained to advise you in behalf of stockholders of ABC and CBS as well as the contractors having contracts with each of these companies that we will oppose before all governmental agencies and in the courts any attempt to merge these operations," Mr. Lamb wrote.

Mr. Lamb sent a copy of his letter to William S. Paley, CBS chairman of the board.

The CBS proposal involved the acquisition by that network of ABC stock at $14 to $15 per share. Total ABC shares outstanding as of last Jan. 1 was 1,689,017, of which Mr. Noble, his family and the Noble Foundation held about 900,000, or 57%.

Assuming CBS were able to buy the entire outstanding stock of ABC, a not inconsiderable problem in view of the fact that much of the minority bloc is held by small shareholders, the total value of the sale would be about $25,500,000.

Under the CBS proposal, that network would take ownership of WENR-TV Chicago, WXYZ-TV Detroit and possibly KGO-TV San Francisco, all of which ABC wholly owns.

The rest of the ABC properties, embracing WJZ-AM-FM-TV New York, WENR, half-time clear channel outlet in Chicago; WXYZ Detroit, KGO San Francisco, and KECA-AM-FM-TV Los Angeles, would be acquired by General Tire at a figure between $12 and $15 million, assuming that the whole transaction involved 100% of the ABC stock.

Total Price

That would mean that CBS had paid some $13 million for the three ABC TV stations it picked up in the transaction, with the prices per station estimated at approximately $5 million for WENR-TV Chicago, and between $3 and $5 million each for KGO-TV San Francisco and WXYZ-TV Detroit.

It was understood that the plan of General Tire was to dispose of both Don Lee and Yankee networks, including six of the seven AM stations it now owns. Exceptions would be the seventh AM station, WNAC Boston and its only television station, WNAC-TV.

General Tire would be left with ownership of the five ABC owned AM stations, plus its original WNAC Boston, and of three TV outlets, WNAC-TV Boston, which it already owned, and ABC's KECA-TV Los Angeles and WJZ-TV New York, neither of which CBS could retain because of FCC limitations.

Authoritative sources said that MBS was the logical purchaser of the Don Lee and Yankee networks from General Tire, in which case it would mean that General Tire, which is now the biggest Mutual stockholder (38%) because of its ownership of Mutual members Don Lee and Yankee, would be pulling out of Mutual to take over the reorganized ABC.

For Mutual itself to take over the Don Lee and Yankee properties would entail a reorganization of the cooperative structure of the network. Individual station stockholders, however, could acquire the Don Lee and Yankee facilities.

These MBS stockholders, aside from General Tire, are R. H. Macy & Co. (WOR New York) and the *Chicago Tribune* (WGN Chicago), each holding about 19%; and Gimbel Bros. (WIP Philadelphia), the *Cleveland Plain Dealer* organization (WHK Cleveland), and CKLW Windsor-Detroit, each holding about 7%.

What caused the CBS-General Tire deal with ABC to bog down was Mr. Noble's desire to unload his ABC stock in exchange for other stock, rather than for cash.

CBS was unwilling to trade only in stock, preferring to offer a combination of CBS stock and debentures. CBS, presumably on advice of lawyers, feared that to deal with Mr. Noble on exclusively a stock basis would lead to a dilution of CBS stock and that such a deal might have anti-trust implications.

CBS a month ago acquired 100% ownership of Hytron Radio & Electronics Corp. for stock valued at some $20 million. To embark on another stock transfer of the dimensions desired by Mr. Noble would be to risk devaluation of CBS shares, it was feared.

At about the same time that it bought Hytron, CBS borrowed $15 million from two insurance companies, but that money was not involved in the Hytron deal.

The reappearance of IT&T as a prospective buyer of ABC introduced a new element into the negotiations. A week before, it had been reported that IT&T was one of several third parties to the ABC-CBS deal.

Earlier Talks

Six weeks ago IT&T was disclosed to have held exploratory discussions with Mr. Noble, but a deal failed at that time because of an inability to compromise on price.

Although IT&T's cash position is excellent (it recently sold its Spanish telephone system for some $80 million), the international communications giant was said to have managed a reentry into the ABC picture by offering what Mr. Noble wanted, an exchange of stock.

IT&T stock on the New York Stock Exchange closed at 16 last Thursday. On the same day ABC closed at 13⅜. ABC stock has never paid a dividend. IT&T paid 50 cents in the past 12 months.

Because IT&T has no radio or TV station holdings, it was assumed that if its quest for ABC were successful, it would retain all ABC properties intact.

IT&T, headed by Col. Sosthenes Behn, is a holding company owning far-flung communications interests, largely in Latin America. Not long ago it purchased the Farnsworth company, manufacturer of radio and television receivers. Its acquisition of ABC would place it squarely in competition in broadcasting and manufacturing with RCA and with CBS, with its newly acquired manufacturing resources.

The third prospective buyer to appear last week was United Paramount Theatres, another company that had been mentioned as a possible third party in an ABC-CBS deal.

Like IT&T, United Paramount had previously dickered with Mr. Noble to no avail. Controlled by the Balaban organization, United Paramount is the licensee of WBKB (TV) Chicago, its only TV property.

If it consumated a deal with ABC, United Paramount would be obliged to sell either WBKB (TV) or WENR-TV Chicago, which it would acquire. It would probably find a ready buyer for either of these properties in CBS.

United Paramount was separated from Paramount Famous Players, the company that produces films, after the motion picture consent decree which forced partition of production and exhibition organizations.

Liberty's Pitch

JAMES FOSTER, executive vice president of Liberty Broadcasting System, telegraphed several ABC affiliates last week, suggesting they "secure other and permanent network affiliation in your market immediately" because of the apparent imminence of an ABC sale.

DUNCAN ROSS, assistant advertising manager, National Dairy Products Corp., was honored guest last month at a Spot Radio Clinic luncheon in the Biltmore Hotel, New York, sponsored by the National Assn. of Radio & Television Station Representatives Inc. Among those attending were (l to r) Louis Moore, Robert Meeker Assoc. Inc.; John Porterfield, Paul H. Raymer Co. Inc.; Jerry Lyons, chairman, Weed & Co.; Mr. Ross; Arthur McCoy, Avery-Knodel Inc., and Thomas Campbell, The Branham Co.

WILCOX-GAY

Firm Leases Calif. Plant

LEASING of a Burbank, Calif., plant for the manufacture of Majestic TV and radio receiver sets and Wilcox-Gay Recordios for West Coast distribution has been announced by the Wilcox-Gay Corp., Charlotte, Mich.

Operation of the plant, which has 85,000 square feet of floor space and is said to have been adapted to straight-line mass production, is scheduled to begin within 30 days.

Coincident with the announcement, the company reported the largest quarterly earnings in its history. Net earnings after taxes were $355,787 for January through March 1951; and net sales for the same period amounted to $3,707,658. For the same period a year ago, a net loss of $227.224 on sales of $1,220,560 was reported.

Regan to CBS

THE *Phil Regan Show*, sponsored by Pepsi-Cola Co. and featuring Phil Regan in a tour of armed forces camps, and defense plants will move from NBC to CBS, beginning with the broadcast of June 3, 5:30-5:55 p.m. Agency is Biow Co., New York.

AFCCE ELECTIONS

Davis Voted President

GEORGE C. DAVIS, Washington consulting engineer, was elected president of the Assn. of Federal Communications Consulting Engineers, at annual elections in the Occidental Hotel in Washington April 30.

In addition to elections, the members discussed possibilities of modernizing FCC standards of engineering practices which, said Mr. Davis, have been changed little since 1939. Other officers elected were:

James C. McNary, vice president; Dr. Frank G. Kear, secretary; Frank H. McIntosh, treasurer, and Lester Carr, Everett Dillard, Ronald H. Culver, and John Creutz, members of the executive committee.

WOAI'S ANSWER TO ANA!

(GEORGE DURAM PLEASE NOTE)

Here's WOAI coverage and cost for which the ANA recommends a 5% decrease—

	1942	1951
Radio Families	349,610*	767,365**
Minus TV Families (on the basis used by the ANA)		41,500***
Net "Radio-only" Families	349,610	725,865
Basic hour rate (network)	$300.	$340.
% Increase radio families		+108%
% Increase hour rate		+ 13%
If rate were adjusted to audience increase, WOAI'S rate should be		**$624**

*NBC Survey, 1942: **BMB — 1949 + 3.6% adjustment to 1951:
***NBC Estimate, March 1951

WOAI INSTEAD OF CUTTING RATE MIGHT LOGICALLY INCREASE FROM $340 TO $624 OR 84%

WOAI STILL serves the Southwest at $340 an Hour

San Antonio 25th AMERICA'S FASTEST GROWING MAJOR CITY

Represented Nationally by
EDWARD PETRY & COMPANY, INC.
New York, Chicago, Los Angeles, St. Louis
Dallas, San Francisco, Detroit

CLEAR CHANNEL · 50,000 WATTS
WOAI
SAN ANTONIO

BAB's Big Chance

(Continued from page 26)

listening to extra sets, automobile sets, out-of-home listening, etc.—we have permitted newspaper-magazine research to perpetrate the grossest type of exaggeration.

All newspaper-magazine selling is based on *total circulation*. To this they add a mythical figure called "passed-on." They also multiply circulation by number of people per family. Resulting totals, of course, are terrific, but bear little relation to the facts. Even when a so-called "readership" study is made, it is not actual readership at all that is measured but only a "noting" figure, which is patently much higher than an honest readership figure.

By contrast, radio research not only limits most studies to the principal home set, ignoring the millions of extra sets in homes and elsewhere, but seldom counts all the people of the family who may be listening to different sets at the same time, both at home and away. While space media have been adding, multiplying and inflating their claims by every device (and proving *nothing*), we have been throwing a large part of our circulation away!

It is almost fantastic to realize what we have done to ourselves and what we have failed to do to our chief competitors.

The rate-cut stampede is in full flight. If Broadcast Advertising Bureau will lay out an aggressive campaign of positive action and get immediately to work, I feel sure that most of the industry will rally round and give BAB the support it needs. The industry is looking for a leader and a standard-bearer in this time of crisis. It is a golden moment for BAB.

ADWOMEN ELECTIONS

Helen Berg Renamed Pres.

HELEN BERG, vice president and director, Her Majesty Underwear Co., was re-elected president and Nadine Miller, director of press and public relations, C. E. Hooper Inc. was chosen vice president of the Advertising Women of New York at the club's annual business meeting at the Waldorf-Astoria Hotel last Tuesday.

Other new officers are: Ruth Volckmann, office manager of Sawyer-Ferguson-Wakjer Co., treasurer; Hulda Kloenne, educational director of public health committee, Paper Cup & Container Institute, corresponding secretary; Marjorie Reiners, assistant news editor, *Printer's Ink*, recording secretary. Grace Johnsen, ABC director of continuity acceptance; Jean Wade Rindlaub, BBDO vice president, and Dorothy Kemble, MBS director of continuity acceptance, were re-elected to the board of directors. The new officers will be installed at a dinner at the Waldorf-Astoria tomorrow (Tuesday).

50,000 WATTS

KOB

ALBUQUERQUE, N. M.

25,000 WATTS NIGHT

and

KOB-TV

5,000 WATTS — CHANNEL 4

are now represented by

THE BRANHAM COMPANY

CHICAGO NEW YORK ATLANTA CHARLOTTE DALLAS

DETROIT MEMPHIS LOS ANGELES ST. LOUIS SAN FRANCISCO

KOB
NBC
770 KC

●

KOB-TV
NBC - CBS
ABC - DuMont

SPOT-A-DAY CAMPAIGN

Chicago Sponsor Lauds Radio Result

A CHICAGO sponsor who has used only one participation spot daily since mid-January on an independent station in one market is so thoroughly sold on radio's delivery per dollar that he's made it a must for future distribution areas.

The story of Thure (Terry) Anderson of suburban Park Ridge started three years ago when he ventured into the packaged food business. A salesman for many years, Mr. Anderson had known for a long time that beef has "more universal acceptance" than any other meat. He decided to experiment, and set up a cooking and slicing production line in the basement of his home. He borrowed a barbecue sauce recipe from his mother-in-law, drafted members of his family for the work, and in a year and a half produced 25,000 pounds monthly. In the meantime, he had added beef chop suey to his line of beef with natural gravy and sliced beef barbecue—and had frozen-packaged all of them. When the pound volume needed to be increased, he leased a plant nearby.

Now, on an early-morning disc show starring Bill Evans and broadcast five times weekly on WCFL Chicago, three formerly unknown products are creating customer demand and building distribution—all this for $26.50 daily or $132.50 weekly.

The sponsor terms results unbelieveable and startling, and says it in a quiet voice. During Lent, for example, when meat products traditionally hit the bottom of the barrel sales-wise, Terry Foods Inc. saw a 9% greater volume than in December and January. This return was unique also because there were three fewer shipping days during February. Mr. Anderson figures radio alone is responsible for the rise of 9%, and actually sees the increase as between 39% and 43%, inasmuch as his volume normally drops from 30 to 35% during Lent. Sales were sustained even during the post-Lenten season, when meat sales usually hit a low-level also, Mr. Anderson said. He has earmarked a standing 5% of his net to advertising, almost all of which will continue to be used on radio.

The company, a family corporation, distributes now in about 2,000 stores, two-thirds of which are large supermarkets. When Mr. Anderson borrowed a slicer and started his business three years ago, he gained distribution in only about 300 independent stores during the first year. Retailers in towns outside Chicago have ordered Terry Foods in response to customer request, as the WCFL signal reaches many mid and southern Illinois towns where people listen regularly to "the music station."

The sponsor, who thinks AM is a far better buy than television during the daytime, chose the *Bill Evans Show* because of the personality of the m.c., a successful local announcer with many commercial shows. Although 11 other products are sold each morning, Mr. Anderson believes the sincerity and personalized approach of the star—combined with the audience WCFL delivers—can sell the product effectively. The same type of program will probably be used for Terry Foods participations in other markets later. The company is now making plans to get a federal permit for interstate shipment.

Building Bottleneck

(Continued from page 34)

each firm's average during the first six months of 1950. Users of the metal for electronic and other purposes can continue to utilize up to 65% of that base period, however, in the unlikely event they have sufficient supplies in stock. Tube makers, however, would receive the direct allotment specified above.

At the same time NPA is advising loudspeaker manufacturers to file requests with the Electronics Products Division for authority to use copper in field windings which would enable them to supplement permanent magnet speaker production with electro-magnetic speakers. Copper already has been adopted as a substitute by producers, although its chief application is in power transformers and as a means of plating steel chassis.

NPA also announced publication of a brief, non-technical outline on principles incorporated in its CMP, which Administrator Manly Fleischmann formally announced for a July 1 target date last Thursday. Titled *ABC's of CMP* and embracing product classifications for radio and TV equipment, the booklet will be made available at NPA Washington or Commerce Dept. field offices.

University Elections

THOMAS D. RISHWORTH, director, Radio House, U. of Texas, has been elected president of the University Assn. for Professional Radio Education. Elections were held in conjunction with Institute for Education by Radio-Television sessions in Columbus, May 3-4. Others elected were:

Leo Martin, U. of Alabama, vice president; Samuel B. Gould, Boston U., secretary-treasurer; Joe Calloway, Michigan State; Robert Hudson, U. of Illinois; and Mr. Martin, director. Ralph Hardy, NARTB, Washington, was named industry representative. The U. of Kentucky was elected to full membership—18th university to be accepted in the association.

5000 WATTS
1320 KC

KELO

AFFILIATE

MIDCONTINENT BROADCASTING CO., INC.
SIOUX FALLS, SOUTH DAKOTA

MORNING, AFTERNOON AND NIGHT . . .

All day . . . every day

KELO IS FIRST . . . *in listening*

A SURVEY OF THE RICHEST FARM REGION OF THE UPPER MIDWEST

	Morning Periods	Afternoon Periods	Evening Periods	Entire Survey
Distribution of Listening Homes Among Stations:				
KELO	**20.5%**	**22.2%**	**29.1%**	**24.8%**
STATION A	11.6	13.1	11.4	12.0
STATION B	5.3	4.9	3.0	4.2
STATION C	.3	.4	.1	.2
STATION D	.8	.6	.5	.6
STATION E	1.4	.6	1.0	1.0
STATION F*	19.6	18.3	—	10.8
STATION G	.3	.4	0	.2
STATION H*	1.9	1.4	—	.9
STATION I	14.6	12.6	23.9	17.8
STATION J	1.4	1.3	1.6	1.5
STATION K	17.6	17.2	23.1	19.8
STATION L	.5	.6	.6	.6
Other	4.2	6.4	5.7	5.6

* Indicates Limited Time Operation
Survey Periods: Monday through Saturday 8:00 A.M. to 10:30 P.M.
—Sunday 12:00 Noon to 10:00 P.M.

THE ONLY HUNDRED MILLION DOLLAR MARKET IN THE DAKOTAS

KELO IS FIRST

for farm information *for general news*

This personal interview survey was conducted in the KELO general area concurrent with the regular coincidental telephone survey conducted during the month of March, 1951.

QUESTION 1. Upon what station do you depend most for farm information?	
KELO	**27.8%**
STATION A	18.0
STATION B	16.6
STATION C	13.9
STATION D	9.1
STATION E	7.0
STATION F	2.7
STATION G	1.9
STATION H	1.6
STATION J	1.4
	100.0%

QUESTION 2. Upon what station do you depend most for news?	
KELO	**25.2%**
STATION A	20.8
STATION B	17.9
STATION C	12.6
STATION D	9.1
STATION E	7.9
STATION F	2.5
STATION G	1.7
STATION H	1.3
STATION I	1.0
	100.0%

REPRESENTED NATIONALLY BY THE JOHN E. PEARSON CO.

DEFENSE ROLE OUTLINED *At D. C. Meet*

TWO-PLY role of radio-TV stations as educators and sentinels in the nation's civil defense—to disseminate vital information to the public and to alert local community planners—was outlined to state and city groups last week.

Stations will be utilized not only to educate the citizenry on the necessity of adequate instruction for survival under atomic attack but also will serve as a vital alert system in the event land lines are bombed out.

Status of current national planning was outlined during a civil defense conference of national organizations, held at the Hotel Statler, Washington, D. C., last Monday and Tuesday.

Additionally, radio and TV outlets publicized the sessions with coverage of President Truman's address Monday evening and a luncheon speech by Gov. Earl Warren of California Tuesday, which rounded out a series of panel discussions. NBC-TV telecast the Chief Executive's talk, which also was aired by all major radio networks save ABC. Gov. Warren's address was scheduled by MBS and LBS, with tape recordings made by NBC.

A feature of the conference was a comprehensive exhibit of materials supplied by the Audio-Visual Division of the Federal Civil Defense Administration. Included in the display was a series of broadcast scripts, details on the New Jersey and New York civil defense radio networks, mats, booklets detailing various CD aspects, and a TV film showing of *Survival Under Atomic Attack* with narration by CBS Commentator Edward R. Murrow. Sample scripts were used on CBS-TV *The Facts We Face* and DuMont TV Network's *Johns Hopkins Science Review.*

FCDA Material

Delegates were told that FCDA's Public Affairs Office is supplying networks and stations with scripts, visual material (films, film strips, slides). Aids are in the form of questions and answers, public addresses, forums, and one-minute and 20-second spot announcements. The office also arranges for appearance of FCDA speakers, assisting networks in covering special civil defense events and maintaining liaison with advertising agencies, networks and various associations.

FCDA officials indicated that the agency hopes to map a recommended plan patterned after the New Jersey and New York state communication networks. Latter carries a special CD program each Wednesday at 11:30 p.m. when New York stations hold special dress rehearsals. WOR, WCBS and other station participation was recounted. A similar plan is under preparation in Minneapolis, it was revealed.

The Advertising Council also is cooperating on CD projects, having set aside a radio-TV allocation from April 30 through May 6. Schedule called for spotlighting FCDA's alert card on such programs as *Theatre Guild On the Air*, Arthur Godfrey and *FBI In Peace and War.*

Another phase of the national program is the need for some 15 million trained volunteers. Citizens are invited to contact their local stations to volunteer for any one of a number of services, including communications, if they have technical training in radio, television, telegraph or telephone. Thousands of workers will be needed to man communication networks for civil defense alone.

The role of AM-TV stations in implementing the "nerve system" of civil defense will largely be secondary, crystalizing in the event land line communication is bombed out. This was indicated in a talk by Col. William Talbot, director of FCDA's Communications & Warning System, who said the government prefers not to depend on any one system. FM stations are not involved in present planning, it was indicated.

Col. Talbot outlined the nature of the yellow alert, which would be used to alert local civil defense officials, and the red signal which would be aired to the population. Provision is made for coded or subaudible signals to be piped to broadcast stations on the yellow alert. Primary system for alert involves use of a teletypewriter network from FCDA Washington headquarters. Actual alerts would be flashed by a civil air defense controller by telephone or radio.

Issues Guide

A communications guide made available to state and city CD directors explains that FCDA is responsible, along with FCC and the Dept. of Defense, for supervision over broadcasting networks. The study claims that "radio is particularly vulnerable" to enemy interception, thus inviting security problems, but recommends that local plans should embrace AM broadcasting and other forms of communication, and observes:

Wherever possible, wire line circuits should be back-stopped by radio. Self-powered mobile radio equipment is especially desirable. . . . Broadcasting stations (including television) should be used to inform the public of its responsibility in civil defense and to teach civil defense procedures. AM broadcasting stations will be available for dissemination

(Continued on page 69)

LATEST HOOPER REPORT SHOWS:

WBNS, Columbus, has the 20 top-rated programs — *Day and Night!*

Keep company with the top-rated programs on Central Ohio's top station. Cash in on these ratings with your own spots and programs.

The ten top-rated daytime shows on WBNS are: Aunt Jenny, Ma Perkins, Our Gal Sunday, Wendy Warren, Arthur Godfrey, Big Sister, Guiding Light, News Roundup, Helen Trent and Rosemary; followed by the ten top-rated night-time shows, including Jack Benny, Mr. and Mrs. North, Mystery Theatre, Amos and Andy, Dr. Christian, Mr. Chameleon, Bing Crosby, Our Miss Brooks, Chet Long and Godfrey's Talent Scouts. That makes 20 out of 20 . . . a good batting average in any league.

For time availabilities, write or call your John Blair representative.

CENTRAL OHIO'S ONLY **CBS** OUTLET

WBNS PLUS WELD-FM Ask John Blair

POWER WBNS 5000 - WELD 53,000 - COLUMBUS, OHIO

LET'S HAVE THE FACTS

Yes, let's have the facts about the metropolitan Washington area. Population — 1,464,400, and the amazing story of WOOK, a UBC station.

WOOK has more listeners than ANY of the nine other Washington area Independents during the key daytime periods.

WOOK has more listeners during the entire afternoon period than the AVERAGE COMBINED LISTENING AUDIENCE OF TWO NETWORK STATIONS.

WOOK has more listeners during the key daytime periods than the COMBINED LISTENING AUDIENCE OF ANY TWO INDEPENDENT STATIONS.

Let's have the facts about WOOK

(Time)	WOOK Audience	Independent A Audience	Independent B Audience	Network C Audience	Network D Audience	Network E Audience
6:45	28940	9050	1000	17465	8285	1400
7:00	28940	22055	3695	50830	22053	2165
11:30	13640	5225	1400	15400	7520	2165
12:00	9815	6755	7460	5225	2165	2165
12:30	9815	5990	7460	5225	4460	2165
1:00	15170	5225	7460	19760	3695	2165
1:30	24350	5225	7460	6755	4460	3695
2:00	15170	5225	4460	3695	4460	4460
2:30	13640	6755	3695	8285	8285	2930
3:00	15170	11345	3400	12875	8285	2165
3:30	22055	13640	3400	3695	7520	1400
4:00	21310	12875	2930	4460	8285	1400
4:30	23585	11345	1400	5225	7520	1400
5:00	17465	8285	1000	5400	5990	1400

Average rating 2. WOOK. All above figures from the 1951 American Research Bureau report.

Let's have the facts.

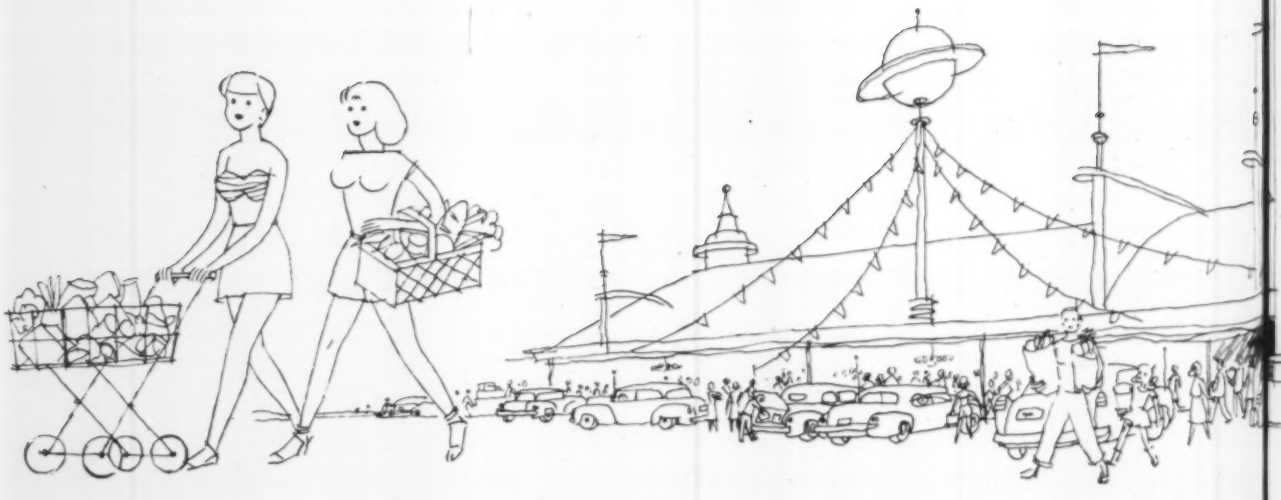
WOOK gives more listeners for the dollar.
You can't cover the Washington area without WOOK.

For more information, write, wire or phone United Broadcasting Company, 1143 Connecticut Avenue, N. W., STerling 7265 Washington, D. C. and ask Forjoe or Radio Representatives about . . .

THE AMAZING STORY OF WOOK

WOOK is a UBC Station

Summer is only colossal!



Take a long look at Southern California in the Summertime.

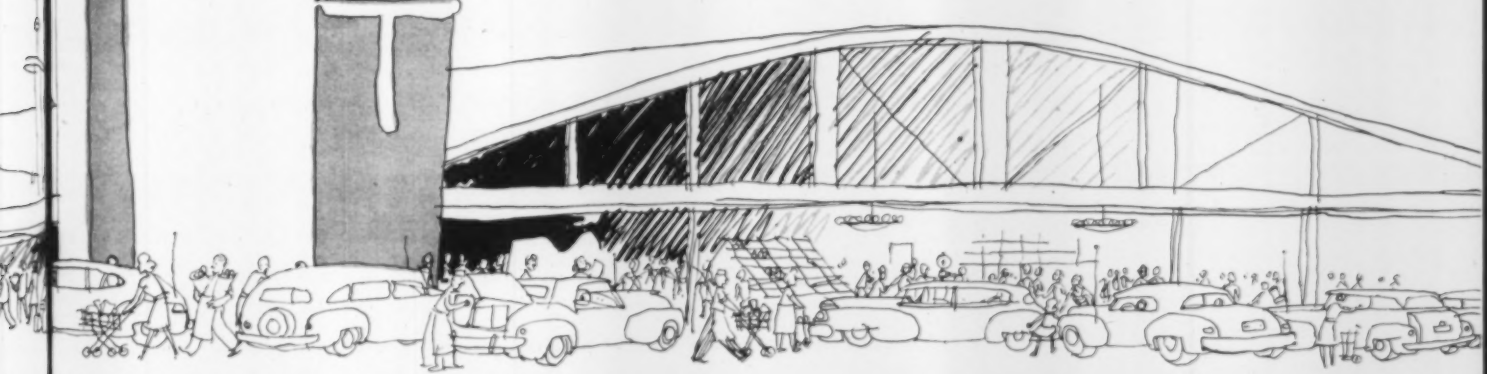
In this land of superlatives nearly ¼ of all retail sales (24.4%) are made in June, July, August. Summer food store sales of $1,473,577,000 are *higher* than they are during the Winter.

Vacation figures? Colossal, too. More than 2,500,000 tourists visited Southern California last year... and 40% during the Summertime.

One more colossal fact. Winter and Summer Southern California radios attract the same big audience. Sets-in-use reveal only a slight difference. 21.1 in Nov.-Dec. and 20.2 in July-Aug. And, of course, 50,000 watt KNX commands the *largest share* of this audience in Summer just as it does every other season.

To make your Summer sales colossal just ask Radio Sales about the most-listened-to station in Southern California....

KNX *Los Angeles*



Source material on request.

ATTENTIVE listeners to an address by FCC Comr. Frieda B. Hennock (r) at the Institute for Education by Radio and Television are Benjamin Fine, education editor, *New York Times*, and FCC Comr. Paul A. Walker.

* * *

UNOFFICIAL side meeting during the institute draws this trio (l to r): Kenneth Bartlett, dean of University College and director of Radio & TV Center, Syracuse U.; James C. Hanrahan, general manager, WEWS (TV) Cleveland, and Dr. I Keith Tyler, director of the institute.

* * *

IERT MEET ENDS

Demands More TV Use For Education

DEMAND for more and better use of the new TV medium for educational purposes featured the 21st Institute for Education by Radio-Television, which wound up its sessions May 6 at Columbus, under auspices of Ohio State U. [BROADCASTING • TELECASTING, May 7].

TV held delegate interest all through the annual institute, with radio receiving only occasional mention. Few industry representatives took part in the sessions, which at one time drew top-flight network and station executives.

A leading critic of commercial television, FCC Comr. Frieda B. Hennock said educational TV will serve as a "pilot plant" for commercial TV, with educators bringing to the medium the high moral purposes which characterize their endeavors."

Speaking in a panel on TV's impact, Miss Hennock conceded commercial station's right to a profit "but not a profit of 1,000%." Dr. Benjamin Fine, education editor of the *New York Times*, said his four-year-old daughter announced she had "just learned on TV the best way to poison Mommy." Mrs. Donald P. Cottrell, wife of the Dean of Education at Ohio State U., said parents must guide children in program selection.

Among those blasting away at commercial TV was Thomas D. Rishworth, National PTA Congress radio chairman, who called TV at present a "lethal influence on the fine art of conversation." Said he: "I can see the American family going back to the Indian sign language as a result of television."

There were nearly two-score smaller group meetings and clinics for those with specialized interests.

Kathleen N. Lardie, WDTR (FM) Detroit, Board of Education station summed up a panel discussion on "How To Tell the UN Story" as follows:

If we do nothing else but tell the UN story, we are fulfilling our mission as broadcasters. Conversely, if we neglect the UN or do not put our best foot forward in telling its story, we do not deserve to be on the air.

Dorothy Lewis, UN radio, was discussion chairman.

Political Issues

In a session on "Politics and Broadcasting," the discussion revolved largely about the question of giving free time to all political candidates—and selling none. This policy was advocated by Richard M. Pack, WNEW New York program director. He told of WNEW's policy of sponsoring political broadcasts daily for six weeks before election; how all parties receive equal time; how professional actors are hired to read the candidates' prepared speeches in order to prevent one party from having an oratorical advantage over another.

Two national radio-TV chairmen, Edward T. Ingle, GOP, and Kenneth D. Fry, Democratic party questioned whether this method was best although they conceded its obvious merit.

They joined with Benedict P. Cottone, FCC chief counsel, in questioning the effect of a recent Supreme Court ruling on the reading of campaign speeches by professional actors.

Mr. Ingle said a political candidate who ignores radio and TV "is inviting political suicide." He said the media "are creating a greater interest in politics among the electorate than ever before. The force of television has dramatically proven its potential in the recent screening of Senatorial investigations."

He lauded radio and TV for their "scrupulous fair play" in allocating public service time to political broadcasts. Users of such time, he suggested, "must plan, prepare and deliver political broadcasts of such calibre that they strengthen, rather than detract from the listening or viewing audience of any station or network . . ."

Cites TV Faults

Mrs. Charles G. Weeks, president of Greater Cleveland Radio Council, said major faults of TV are bad sound tracks, poor kinescoping and too many variety shows. She said TV is following some of radio's bad program practices, listing "soap operas, lengthy and ridiculous commercials, horror and crime stories."

Lt. Col. Paul D. Guernsey, Washington, chief of the Attitudes Research Branch of the Armed Forces Information & Education Division, criticized "glorified nose-counts" which may appear to determine effectiveness of informational devices. Sound methods of obtaining and measuring constructive mass education will continue impeded, he said, as long as researchers "continue to be plied with turbid and heady 'concoctions of words' which intoxicate the educators into forgetting or losing sight of their unresolved problems and unaccepted responsibilities."

M. Robert Rogers, vice president and general manager of WGMS-AM-FM Washington, criticized commercial broadcasters who think of "public service" in terms of civic announcements or programs that run free, calling the attitude "utter lunacy." He said: "All radio programming in the United States is public service, whether station-sponsored or advertiser-sponsored."

The Good Old Summertime IN MIAMI

Who'd think we'd ever see the day when Miami's Summer tourists would outnumber the Winter tourists of just a few years ago? Well, everything...the number of inquiries flooding the Chamber of Commerce, more hotels, transportation company reports...*everything* indicates that this will be Miami's biggest Summer Season -- not to mention the nearly half a million year-round local residents in Dade County!

As far as the local advertisers are concerned...we're nicely UP over last year. We can do a good job for you, too. Just call our Rep... The Bolling Company.

WIOD

Established January 18, 1926

JAMES M. LeGATE, General Manager

5,000 WATTS • 610 KC • NBC

YOU MIGHT GET A 12′ 8″ BLACK MARLIN*—

BUT...

YOU NEED WKZO-WJEF AND WKZO-TV TO LAND BUSINESS IN WESTERN MICHIGAN!

WKZO, Kalamazoo, and WJEF, Grand Rapids, catch the biggest radio audience in Western Michigan. In their home cities, listener-preference is so heavy that we've even quit subscribing to Kalamazoo Hoopers! Out in the country, 1949 BMB figures give WKZO-WJEF a 46.7% increase over 1946 in unduplicated Daytime Audience—a 52.8% increase at night! *Yet WKZO-WJEF's combination rate is 20% less than the next-best two-station choice in Kalamazoo and Grand Rapids!*

When it comes to television, WKZO-TV is the official Basic CBS Outlet for Kalamazoo-Grand Rapids. Coverage includes five Western Michigan and Northern Indiana markets with a buying income of more than one and a half billion dollars! WKZO-TV telecasts to more receivers than are installed in such metropolitan markets as Atlanta, Kansas City and Rochester. *WKZO-TV, Channel 3, is first choice on most of the 120,269 sets within the .1 MV line.*

Write direct or ask Avery-Knodel, Inc. for all the facts!

**In 1926 Laurie Mitchell got one this long, weighing 976 pounds, in Bay of Islands, New Zealand.*

WJEF top IN GRAND RAPIDS AND KENT COUNTY (CBS)

WKZO-TV top IN WESTERN MICHIGAN AND NORTHERN INDIANA

WKZO top IN KALAMAZOO AND GREATER WESTERN MICHIGAN (CBS)

ALL THREE OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

"The Prestige Station of the Carolinas"

THE GREENSBORO CHAMBER OF COMMERCE WILL SOON COMPLETE ITS FIRST YEAR OF SPONSORING A PROGRAM, "AMERICANS, SPEAK UP!", ON WBIG.

WHAT GROUP IS BETTER QUALIFIED TO SELECT AN EFFECTIVE LOCAL ADVERTISING MEDIUM THAN THE BUSINESS AND PROFESSIONAL MEN WHO CONSTITUTE THE CHAMBER OF COMMERCE?

WBIG

Gilbert M. Hutchison, President

CBS Affiliate 5000 watts

EST. 1926

represented by Hollingbery

'RED' ACCUSATIONS

AFRA-Industry Revise Plan

AFRA-INDUSTRY Committee procedure for handling accusations of Communism against performers as originally announced May 4 in New York [BROADCASTING • TELECASTING, May 7] was corrected and amplified in a second announcement last week.

The committee, which includes representatives of AFRA, AAAA, NARTB, ANA and the major networks, was formed under AFRA leadership last September. Its formation resulted from growing concern among both employers and performers over issues raised by such incidents as General Food's dismissal of Jean Muir from *The Aldrich Family* radio cast, after receipt of protests based on *Red Channels*.

The latter publication, compiled from sources as diverse as House Un-American Activities Committee reports and *The Daily Worker*, listed radio and television performers alleged to have Communist or Communist-front affiliations. Miss Muir denied any sympathy with Communism, which she termed "vicious and destructive."

Also preceding formation of the AFRA-Industry Committee was announcement early last September by Rabbi Benjamin Schultz that a Joint Committee Against Communism in New York, of which he was coordinator, and which had been "assured the assistance of local patriotic organizations from coast to coast," would "watch national networks. . . ."

Last week's AFRA-Industry Committee announcement described the procedure it had "unanimously" adopted as designed both to "prevent Communist inroads" and to "protect radio and television actors and employers from irresponsible charges." It was adopted "substantially as recomended by a subcommittee after several months of study," the announcement said.

The Procedure:

1. When an AFRA member is "publicly accused by an identifiable source of disloyalty or adherence to an organization or organizations described as subversive," he may file any sort of written statement he likes in reply with AFRA.

2. AFRA will keep such statements in a "locked and confidential file."

3. Any employer or prospective employer of an accused performer may request such statement through the AAAA president, who will forward the request to AFRA's national executive secretary. If such request cites publication and date of charges made, a copy of any statement on file in reply to them will be released to firm or person making request.

4. If no statement is on file, AFRA will notify performer of the request and permit him to file a statement. "In either event the employer or prospective employer, after first notifying the performer, may release such statement for the sole purpose of refuting any disloyalty charge."

5. "It is understood and agreed that by consenting to this procedure, AFRA is not on behalf of itself or any of its members admitting the veracity of any charges which have thus far been made. Nor is AFRA in any way attesting to the validity or veracity of any of the statements which may be filed by its members. If any performer by his own actions outside of union activities has so offended American public opinion that he has made himself harmful to the best interests of an advertiser or broadcaster, that is the individual performer's personal responsibility and it cannot be shifted to his union. A letter of transmittal from the national executive secretary of AFRA to the president of . . . (the AAAA . . . setting forth these understandings, shall accompany each statement.

6. "The Industry-AFRA conference shall continue in existence in an attempt to find further solutions to the problems which caused its creation.

7. "It is understood that the representatives of industry may work out a similar plan with other crafts in the industry. . . ."

Mr. Feltis

Mr. Brandt

* * *

KING CHANGES

Brandt Succeeds Feltis

RESIGNATION of Hugh M. Feltis as vice president and general manager of King Broadcasting Co., Seattle (KING-AM-FM-TV), effective June 1, and appointment of his successor, Otto Brandt, ABC vice president, were announced last week.

It was learned that Mr. Feltis will open a radio-television consultant office in the Central Bldg., Seattle, advising stations, advertisers and agencies on commercial management, program problems, network relations, etc.

Announcements were made by Mrs. A. Scott Bullitt, president of the King Broadcasting Co., who said Henry B. Owen will continue as executive vice president. Mr. Owen is now on loan to the Office of Price Stabilization.

Mr. Brandt, who was elected ABC vice president in charge of TV stations last January after serving as director of television stations since April 1950, joined the ABC station relations department in February 1942. He previously had served with NBC for eight years.

He was named manager of the eastern division of the ABC stations department on April 1, 1948, and was promoted to national director of station relations in January 1949, continuing in that position until his appointment as director of television stations. His successor at ABC has not been named.

In Northern California

MORE PEOPLE LISTEN — more often — to KNBC

than to any other radio station

KNBC's 50,000 watt *Non-Directional* transmitter reaches *all the markets* of Northern California...

... KNBC has the *biggest, most loyal* audience in the San Francisco-Oakland Metropolitan Market — the *seventh largest, fastest-growing* major market in America.

... And as a plus, KNBC penetrates the rich, fast-growing markets *throughout* Northern California. PLUS MARKETS like Stockton-Modesto, Ukiah-Mendocino, Napa-Santa Rosa, Santa Cruz-Monterey, Sacramento, San Jose-Santa Clara, and Eureka-Humboldt County.

ONLY KNBC can reach *all* these markets — in *one, big economical package*. KNBC sales reps will show you how...

KNBC delivers MORE PEOPLE (in one package!) — at LESS COST per thousand — than any other advertising medium in Northern California.

PLUS-Market Case History
San Jose-Santa Clara

- Population — 288,938, an increase of 65.2% from 1940-1950
- Effective Buying Income* — $415,346,000 up 166.4%
- Retail Sales* — $302,670,000, an increase of 206.2%
- KNBC Audience — Week after week, almost *nine-tenths* (89%) of the radio families listen regularly to KNBC

Sales Management's 1951 Survey of Buying Power

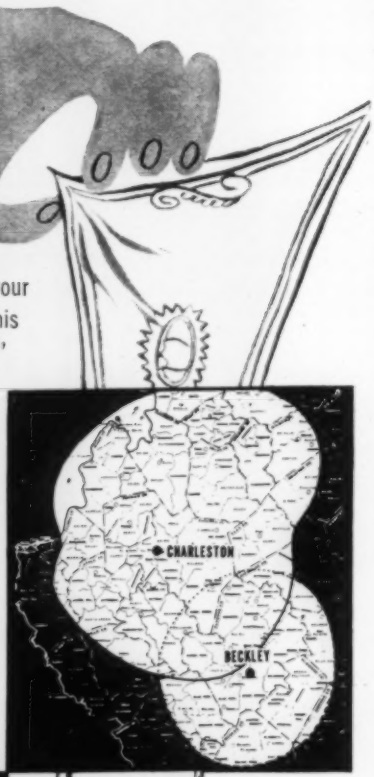
KNBC

Northern California's NO. 1 Advertising Medium

50,000 Watts — 680 K.C. San Francisco Represented by NBC Spot Sales

in West Virginia . . .
your dollar goes
farther with
"personality"

More than a million West Virginians, (with a half-billion dollars to spend annually) can hear your sales story when you put this potent pair of "Personality" Stations to work for you. And WKNA and WJLS are yours at a combination rate that is about the same as you would pay for any single comparable station in either locality. Make us prove it!



WKNA
WKNA-FM
CHARLESTON
950 KC—ABC
5000 W DAY • 1000 W NIGHT

WJLS
WJLS-FM
BECKLEY
560 KC—CBS
1000 W DAY • 500 W NIGHT

the personality stations

Joe L. Smith, Jr., Incorporated
Represented nationally by **WEED & CO.**

Inspecting the control panel of the master control in CBC's new Radio Canada Bldg. are (l to r standing): A. J. Ouimet, chief engineer; Dr. Augustin Frigon, general manager, A. Davidson Dunton, chairman, CBC board of governors; G. W. Olive, director-general of engineering, and Donald Manson, assistant general manager.

* * *

NEW CBC HOME
Canada Radio Bldg. Opens

CANADIAN Broadcasting Corp. Friday (May 18) officially opens its 12-story Radio Canada Bldg. on Dorchester St. in downtown Montreal. A former hotel, it has been changed in three years to be headquarters for CBC engineering staff, administrative and personnel staffs, all CBC French-language programs, local English-language programs, and international shortwave broadcasts in 14 languages daily. When Montreal's TV transmitter goes on the air next summer it also will be programmed from the Radio Canada Bldg. More than 600 CBC employes will use the building.

There are 26 studios in the building, each in a different color scheme, and each suspended on springs or rubber within the framework of the walls. Within the studios all acoustic tile has a different treatment on its reverse side, and by merely reversing a few tiles within the studio anyone of a dozen different acoustical results can be achieved.

The master control can carry programs to five transmitters, eight outgoing networks, seven incoming networks and the output of the 26 studios in the building. Twenty-seven individual programs can be routed through the master control simultaneously. The recording room can accommodate 12 disc recorders and eight tape recorders, each with its own control panel, clock and overhead speaker.

Alaskan Baseballcasts

ALASKA Broadcasting System broadcasts of live major-league baseball games through Liberty Broadcasting System facilities will have two sponsors for the Saturday and Sunday games, not five as previously reported by BROADCASTING • TELECASTING, May 7. Blatz beer through Kastor, Farrell, Chesley & Clifford, New York, will be the sole Sunday sponsor, and Philip Morris through Biow Co., New York, a participating Saturday sponsor. Procter & Gamble's Tide through Benton & Bowles, New York, and Hill Brother's coffee through N. W. Ayer, same city, have scheduled one-minute spot announcements on the broadcasts and Lucky Lager Beer through McCann-Erickson, San Francisco, has arranged for chain-breaks.

BLUME RESIGNS
Leaves FCC for Law Firm

FCC HEARING Examiner Jack P. Blume resigned from the Commission effective May 1 to become resident Washington partner in the radio law firm of ex-FCC Chairman James Lawrence Fly and Peter Shuebruk. Firm name becomes Fly, Shuebruk & Blume.

Mr. Blume

Mr. Blume will devote fulltime to Washington operations of the firm, which expects to open offices May 15 at 1028 Connecticut Ave. N.W. Messrs. Fly and Shuebruk will divide their time between Washington and the New York offices of the firm at 30 Rockefeller Plaza.

Mr. Blume joined FCC in March 1946 as regional attorney at Chicago. He moved to Washington in early 1947 as chief of the Law Dept.'s Review Section, being appointed hearing examiner in June 1947 with establishment of the hearing examiners under provisions of the Administrative Procedure Act.

He graduated in 1934 from City College of New York and obtained his law degree in 1937 from New York U. Law School. He engaged in private practice from 1937 to 1942, when he joined OPA as deputy hearing administrator.

Among his cases while hearing examiner have been the Mansfield *Journal*, Paramount-DuMont, WTUX Wilmington, Del., San Francisco and Detroit TV cases, as well as several other broadcast and common carrier proceedings.

"You give me a paean*," said the account executive

(for an a.e. he had a big vocabulary)

"This copy isn't first enough," the a.e. said
"Make it claimier. You know—highest Hooperated
CBS station in the nation—highest income in the you know
what—all kinds of dough in the area—
loyalest audience— you know . . ."

"The hell with that," said the copywriter.

For once a copywriter won an argument:
The ad ran this way:

To a Madison Avenue Time Buyer With Other Things on His Mind

975 miles west of you on U.S. 30 lies Iowa. Have you ever seen Iowa corn fields in late June? A New Englander, enjoying the experience for the first time, said they looked like "green corduroy." We, with a radio station to grind, prefer to think of them a short time later, when the green has turned into golden buying power. *Iowa's corn yield is the highest of all states.*

Have you ever heard the cry "sue-ee-e" bring ham-on-the-hoof to feeding troughs? In Iowa hog-calling is a fine art, and its practitioners hang their masterpieces in ever-growing bank accounts. *Iowa produces more pork than any other state.*

Another sound that breaks the good clean air of Iowa is "here chick, chick, here chick." It means spending money to most Iowa housewives. Poultry sums aren't chicken feed, either. *Iowa is the highest egg-producing state in the Union; the value of its poultry exceeds that of any other state.*

But you haven't time for more rural symphonies. Besides, agricultural Iowa is only half the story. Industrial Iowa accounts for almost half of the state's $4 billion annual income of individuals. It's a market worth reaching—and in Eastern Iowa WMT *reaches.*

Please ask the Katz man for additional data.

5000 WATTS
600 KC
DAY AND NIGHT

WMT
CEDAR RAPIDS

BASIC COLUMBIA NETWORK

* *"What A.E.'s give me is spelled differently," says the copywriter.*

WMIE CASE

Sterling Denies Petition For Delay

PATH has been cleared for final FCC action on the WMIE Miami, Fla., transfer case, following denial by Comr. George E. Sterling of FCC General Counsel's petition for added time in which to file exceptions to the proposed grant of transfer [BROADCASTING • TELECASTING, March 19].

In Comr. Sterling's action, announced May 4, no sufficient reason was found to grant an added delay. Vigorously opposing further extension, Attorney Paul M. Segal, counsel for WMIE, charged that additional delays "have played into the hands of malicious and unscrupulous competitors of WMIE who have long been seeking to destroy it."

WMIE said it is losing considerable business as the result of an alleged "campaign" against it by certain radio and newspaper competitors. Mr. Segal is a member of the Washington, D. C., law firm, Segal, Smith & Hennessey.

The initial decision by FCC Hearing Examiner Leo Resnick was issued in mid-March. It would approve Arthur B. McBride as part owner of the station. Mr. Resnick had concluded that there was no evidence in the Commission record to disqualify Mr. McBride from being a radio station stockholder.

Mr. Resnick had proposed to grant WMIE assignment of construction permit from Lincoln Operating Co. as trustee for Sun Broadcasting Corp. to Sun Coast itself. Sun Coast is chiefly owned by Mr. McBride and his Cleveland business associate, Daniel Sherby.

Sen. Estes Kefauver (D-Tenn.), had objected to the failure of the FCC initial decision to consider evidence gathered by Senate Crime Investigating Committee staff members [BROADCASTING • TELECASTING, April 9].

Committee's Charge

The crime committee's "second interim report," charged Continental Press with being controlled by "gangsters who constitute the Capone syndicate" and again named the national racing news wire service in its final report [BROADCASTING • TELECASTING, May 7].

Continental Press is owned by Mr. McBride's son, Edward J. McBride, and managed by his brother-in-law, Thomas Kelly.

Mr. Resnick also had given Mr. Sherby and Continental Press a clean bill of health.

In argument setting forth "no need for any additional time" on the case, WMIE refuted various possible grounds for FCC delay, such as shortage of available personnel, work load, and size of the hearing record.

Station also contended "no lawful cause" has been set up in the Commission counsel's motion for further extension of time, saying none of the allegations by general counsel was factual.

WMIE described itself as the only independent, regional station in its area, operating with 5 kw night and 10 kw day. There are 11 stations in the Miami area, four of them affiliated with national networks. The four are WQAM, affiliated with ABC; WIOD, with NBC; WKAT, with Mutual, and WGBS, with CBS. WGBS was not named in the brief as being in active competition with WMIE.

While giving a review of the WMIE case, the brief pointed to the radio advertising trend toward a fall-off in network business and an increase in national spot business. Result, according to WMIE, is that the leading high-power independent in a good market "has been rapidly increasing its earnings at the expense of the network stations in the area." Such a development apparently is indicated in the Miami area, Mr. Segal's brief noted.

According to the WMIE counsel;

The applicant [WMIE] sincerely believes, and urges the Commission to consider the probability that there is joint action on the part of the three competing stations . . . to prevent the placing of radio advertising on WMIE, to bring the station into discredit, to cause it to operate at a loss and to drive it out of business. The Commission will of course recognize that the proof of such a conspiracy is an extremely difficult thing. In the nature of things direct and positive evidence is seldom accessible.

Counsel went on to say: "In the present case there is much evidence of a common design and a joint operation to the ends indicated.

WMIE's brief alleged Daniel P. Sullivan, now employed by the Greater Miami Crime Commission, had been conducting a campaign before the FCC against WMIE. The brief attempted inference that this campaign had been, at least in part, allegedly conducted with the knowledge and perhaps aid of the stations named in the brief.

Gambling Issue

WMIE also strongly attacked the connecting of the station with violation of the FCC's standards on the broadcasting of gambling information.

In defending its position, WMIE said the Crime Commission "takes the position that Continental Press Service is organized to supply information to bookmakers. The Crime Commission is familiar with the case of McBride vs. Western Union. . . . This opinion specifically mentions that one of the customers of Continental Press Service is WINZ at Miami Beach. The Crime Commission also knows that WINZ, and WMBM, also of Miami Beach, have for a long time broadcast such things as the morning line, jockey changes, track conditions, etc." Both WIOD and WKAT broadcast racing news, the brief asserted.

In outlining the alleged concerted campaign against WMIE, the brief referred to an April 14, 1950, editorial, "Only Issue Is McBride," printed by the *Miami Daily News* (WIOD). Mr. Segal claimed the article was written by James M. Cox, who controls the newspaper and radio outlet involved. WMIE counsel asserted:

"Not only did Cox use his newspaper to vent his spleen and attempt to influence the advertisers of the Miami area, but he also undertook to see to it that his vicious editorial was called to the attention of the FCC. He accordingly instructed an employe of his, one J. Leonard Reinsch, to see to it that copies of the editorial were furnished the Commission. Reinsch accordingly sent copies of the editorial personally to the Chairman of the Commission and to its General Counsel. This was obviously an attempt and an illegal attempt to influence the Commission."

Mr. Segal said "the same James M. Cox is author of the incredible and ridiculous fairy tale seeking to link Mr. McBride with Alphonse Capone."

Existence of a joint effort to discredit WMIE, Mr. Segal alleged was manifested "by the fact that the newspapers, their radio stations, WKAT and the Crime Commission concentrate all of their complaints against WMIE and deliberately and consistently ignore palpable and notorious violations by other radio broadcasting stations."

VANDIVERE

Joins Weldon & Carr

EDGAR F. VANDIVERE Jr., formerly with the FCC, has joined Weldon & Carr, consulting radio engineering firm, as senior physicist in its Washington division.

Mr. Vandivere

Mr. Vandivere studied physics and mathematics at Emory U., continuing with graduate work at Duke U. From 1936 to 1942, he was physics instructor at Clemson College, leaving to join FCC's engineering staff.

From 1945 until he left, Mr. Vandivere was chiefly concerned with research on propagation and antennas and with development of associated engineering standards. He directed preparation of the technical exhibits and studies for the Daytime Skywave Hearing. In 1946 he was vice chairman and later chairman of the government-industry committee which analyzed skywave data and prepared new skywave charts for the Clear Channel Hearing.

Subsequently, he was named a member of the Ad Hoc Committee on VHF propagation and was chairman of various other government-industry technical committees concerned with NARBA.

The ALBUQUERQUE METROPOLITAN AREA in 1950

POPULATION 148,800
RETAIL SALES $153,720,000
Effective Buying Income, $231,235,000
Quality of Market Index
32% Above National Average

Completely Covered by **KGGM** 5000 WATTS 610 KC CBS

And in SANTA FE, State Capitol and New Mexico's Second Major Market It's . . .
KVSF • 1000 Watts • 1260 KC • CBS

Represented Nationally by
AVERY-KNODEL, INC.
New York, Chicago, Los Angeles, San Francisco, Atlanta

Building Strength for the Free World

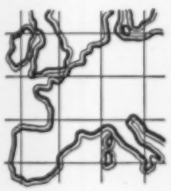
*Highlights from the Annual Report of Standard Oil Company (New Jersey)**
for 1950... a year of record activity

Standard Oil Company (New Jersey) is an American corporation which has, in varying degrees, investments of capital and technical knowledge in a large number of operating oil companies, both in the United States and abroad. In 1950, these companies:

IN THE U. S. A.

Drilled over a thousand new wells, with an unusually high proportion of producers . . .
Improved and expanded refineries in New Jersey, Maryland, Louisiana, and Texas . . .
Completed a new continuous wax-making plant at Bayonne, N. J. . . .
Added 370 miles to Texas crude oil pipeline systems . . .
Started doubling the capacity of a products pipeline across Pennsylvania . . .
Let contracts to increase by 85% the capacity of a pipeline from Baton Rouge to the Southeastern states . . .
At government request, re-activated two government-owned Butyl rubber plants; also continued operating two others which have been producing constantly since 1943 . . .
Invested over 20 million dollars in laboratory research for new and improved processes and products.

IN WESTERN EUROPE



Proposed a plan which ended gasoline rationing in England . . .
Went ahead of schedule in construction of a new refinery at Fawley, England, to be the largest in Europe . . .
Expanded, improved or started construction of refineries in Norway, Belgium, West Germany, France, and Italy . . .
Opened many new service stations, which served not only local motorists, but some 18,000 American tourists . . .
Supplied 28% more fuel oil than a year ago, to meet needs for industrial expansion . . .
Met the greatest demand for asphalt for new road building ever experienced in these areas.

IN THE MIDDLE EAST

Stepped up oil production substantially in Saudi Arabia . . .
Opened the vitally important Trans-Arabian Pipeline system from oil fields on the Persian Gulf to the Mediterranean . . . over 1,000 miles of 30- and 31-inch pipe . . .
Started construction of a large-diameter pipeline extending 550 miles from Iraq to the Mediterranean.

IN THE FAR EAST

Expanded production of crude oil in Indonesia and explored for oil in Papua . . .
Increased output of refineries in Australia, Sumatra, Japan.

STANDARD OIL COMPANY (NEW JERSEY)

AND AFFILIATED COMPANIES

IN CANADA

Produced nearly 50% more oil than a year ago . . .
Made new oil and gas discoveries in Ontario and Alberta . . .
Operated nine refineries at 14% greater output than a year ago . . .
Opened a new 1,100-mile pipeline system from Alberta to Lake Superior, to carry crude oil toward the major Canadian refineries and markets.

IN SOUTH AMERICA

Set a new production record in Venezuela, second largest oil-producing country in the world . . .
Operated the big Aruba refinery in the Netherlands West Indies at a higher rate than ever before . . .
Met sharply increased call for products throughout the continent, to support the vigorous post-war development.

IN OCEAN TRANSPORT

Received the last 4 of 12 super-tankers ordered two years ago . . .
Ordered 6 more new tankers . . .
Operated an ocean-going tanker fleet of 117 vessels, totaling over 2 million deadweight tons.

IN EMPLOYEE RELATIONS

Continued the same favorable labor relationships that have prevailed for more than three decades, with no strikes in domestic operations.

THE YEAR ENDED . . . THE JOB GOES ON. In 1950, for the first time, world use of oil outside the Iron Curtain passed 10 million barrels a day. For comparison, it was just over 7 million in 1945, the peak war year.

This is significant to free people everywhere. Oil supplies in today's world are closely linked to living standards and national strength.

It seems clear that more and more the world will look to oil to help keep it free and progressive. More and more it becomes clear, in meeting that need, that the American-developed business process of risk and result . . . of competition spurring corporate ingenuity and responsibility . . . is a strong and flexible system for promoting the welfare of people.

* We will be pleased to send a copy of the full report to anyone wishing it. Write Room 1626, 30 Rockefeller Plaza, New York 20, N. Y.

FINANCIAL SUMMARY

Standard Oil Company (New Jersey) and Consolidated Affiliates

Total income from sales, services, dividends and interest	$3,198,266,000
Net income	$408,223,000 or $13.48 per share
Dividends	$151,028,000 or $5.00 per share
Taxes paid	$276,000,000
Taxes collected for governments	$294,749,000
Wages and other employment costs	$548,205,000
Spent for new plants and facilities	$295,132,000
Number of stockholder-owners	222,000
Number of employees	116,000

RCA TUBES

The standard of comparison

Faithful Servants☆

☆ **RCA-design 892-R** air-cooled power amplifier tubes have been demonstrating their long life and dependability in hundreds of the nation's leading 5- and 50-kw AM transmitters for many years. For the finest in power tubes . . . buy RCA.

RCA Tube Distributors are anxious to give you the best possible service on your broadcast tube requirements. You can count on the co-operation of your local RCA Tube Distributor . . . and he's as close as the phone on your desk.

RCA **RADIO CORPORATION of AMERICA**

ELECTRON TUBES **HARRISON, N. J.**

LEGAL NOTICES ON AIR

Florida Bill Proposes Radio Authorization

REVENUE from legal notices, longtime a financial mainstay of many small market newspapers, may soon be available to Florida radio stations.

A bill was introduced May 4 in the state legislature at Tallahassee and voted out of committee for floor consideration that same day which would authorize radio stations to handle legal notices.

If passed, the measure would prove a boon to hundreds of stations, particularly those located in county seats.

One Washington observer, a radio pioneer, expressed the opinion that the legislation, if passed, probably would be adopted by other states.

The Florida bill would not interfere in any way with present publication requirements, but would prove an additional method of serving process.

In all cases in which personnel services could not be obtained in suits, and process would be permitted by publication, the proposed bill would give a radio station in the same county as the court the authorization to broadcast the notice once weekly for four consecutive weeks.

The bill noted that the station would have to be a standard broadcasting station licensed by the FCC and operating with a power of at least 100 w.

Proof of the broadcast would be furnished by affidavit of a station owner or employe. The bill does not delineate time limits within which the broadcast should be made.

SET OUTPUT

Radio Same, Television Up

PRODUCTION of radio receivers during the first quarter of 1951 was 27% above the same period last year, according to Radio-Television Mfrs. Assn. TV production was 37% above the same quarter in 1950, it was found.

Preliminary figures for the second quarter indicate a drop in TV production but RTMA pointed out that the greatest proportion of the 1950 output came during the third and fourth quarters.

RTMA's estimates, including both member and non-member companies, showed 4,235,597 radios and 2,199,669 TV sets manufactured in the first three months of 1951, compared to 3,343,600 radios and 1,605,200 TV sets, respectively, a year ago.

The figures show that 95% of TV sets in the first quarter had picture tubes 16 inches or larger, with 3,672 having tubes 22 inches or larger.

March production included a five-week period. Breakdown of first quarter production follows:

	Television	Home Radios
January	645,716	780,410
February	679,319	795,377
March (five weeks)	874,634	1,027,745
Total	2,199,669	2,603,532

	Portables	Auto Sets
January	75,294	346,799
February	79,859	437,779
March (five weeks)	147,037	545,297
Total	302,190	1,329,875

ORR REAPPOINTED

Gets National Guard Pact

ROBERT W. ORR & Assoc., New York and Washington agency, last week was reappointed to handle the National Guard advertising account for the new fiscal year beginning July 1. The announcement followed action by a special board last Tuesday after four agencies made formal presentations.

The Orr agency thus retains an estimated $600,000 ad account for 1951-52, with roughly 25% of that amount earmarked for radio and television spots and programs [BROADCASTING • TELECASTING, May 7].

Other agencies who made presentations last week were Aitkin-Kynett Co., Philadelphia; Cecil & Presbrey, New York, and Van-Sant, Dugdale & Co., Baltimore. Buchanan & Co., New York, the fifth agency bidder, did not submit a brief. Over 25 agencies competed for the recruiting account.

WAGE POLICY

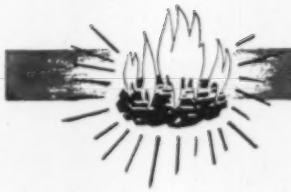
Explained by Cool

WAGE and salary stabilization programs definitely cover radio and television talent employed by advertising agencies, the Advertising Agency Financial Management Group was told by Ola C. Cool, Labor Relations Institute of New York director, at a luncheon meeting in New York fortnight ago.

Mr. Cool, speaking on "Wage and Salary Stabilization Problems in the Advertising Field," gave a detailed explanation of how the 10% wage increase formula of Regulation No. 6 applies in advertising, along with a plan for operation under Wage Stabilization programs. Barron Proctor, group president, presided.

Lyle Warrick

LYLE WARRICK, 27, special events director at WTTS and WTTV (TV) Bloomington, Ind., died May 5 after a long illness. Mr. Warrick, a prominent Indiana radio personality, formerly was associated with WSUA Bloomington, WISH Indianapolis and WAOV Vincennes. A native of Bloomington, he was a graduate of Indiana U.



NEWS AND VIEWS OF COAL

A MONTHLY REPORT TO EDITORS

COAL RESEARCH PLANS FOR FUTURE.

Coal men recently met in Columbus, Ohio, to review and plan further the work of Bituminous Coal Research, Inc., which is sponsored by leaders in the industry. BCR work has led to greater mine safety, better coal preparation, more efficient mining machinery, and better utilization. BCR also looks to the future—to a practical synthetic fuels industry—new products through coal chemistry—and the revolutionary coal-power gas turbine. Coal men predict that newly planned research will mean not only still greater productivity and better coal, but also wider and more efficient use of coal in the future.

BRITISH EXPERTS STUDY AMERICAN COAL MINING METHODS.

Sixteen British coal mining experts were recently in this country to study American coal production—to see how, on a man-for-man basis, the average American miner is able to out-produce the average British miner by 5 to 1. American coal producers showed them how the most highly developed modern mining machines and the stimulus of free competition have made our coal industry the most productive in the world.

SAFETY PAYS—INSURANCE PREMIUMS LOWERED!

The coal mines' safety record of 1950 was the best in history. It brought tangible benefits to management as well as the miners. The State of Pennsylvania estimates that, as a direct result of the decrease of accidents, coal industrial insurance premiums will be lowered this year by more than 4%. Labor and management, working together, have both gained . . . because coal mining in Pennsylvania—as in other states—is safer than ever before.

"COAL RUSH" BY INDUSTRY.

The New York Times reports that major American industries are now staging a virtual "coal rush." Electric utilities, and plant after plant in such industries as food, soap and chemicals, are converting 100% to coal for their power. Industry is, as the Times article puts it, "waking up to conditions." There is no fear of coal rationing. The highly mechanized American coal industry is now at its highest level of productive efficiency—up 30% in 10 years. The nation is assured of a dependable and plentiful supply of its basic fuel—bituminous coal.

BITUMINOUS COAL INSTITUTE
A Department of National Coal Association
320 Southern Building, Washington, D. C.

If you have any questions about coal or the coal industry, your inquiry to us will receive prompt reply.

2 great name
hands: BLAI

As John Blair & Company starts its 19th year of exclusive representation of leading radio stations, we welcome WWDC of Washington to our roster. We are pleased as well to number Washington, the 9th metropolitan market, among the great American cities on our list. The hard hitting, aggressive management at WWDC assures us that our new association will be a long and happy one.

We have watched WWDC grow during the past ten years to a dominant position in this always-rich market. Today with the cream of WWDC's established local shows PLUS the best of MUTUAL, we believe that WWDC offers more for your advertising dollar than any other medium in Washington. One of our representatives will be happy to tell you the whole story.

es in radio join
l and WWDC

John **BLAIR** & Company, NATIONAL REPRESENTATIVES

ffices in: NEW YORK, CHICAGO, ST. LOUIS, DETROIT, DALLAS, LOS ANGELES, SAN FRANCISCO

editorial

Moral: Look Up

ONE DAY Chicken Little, a flighty bird, began rushing around screaming, "The sky is falling." Goosey-Woosey, Piggsey-Wiggsey and Turkey-Lurkey did not bother to look at the sky, although a glance would have assured them it was still in place. They just rushed after Chicken Little and joined in the alarmed cry.

The situation was a natural for the sly Foxy-Loxy who lured the terrified crowd into his den on the pretext of offering sanctuary and then ate them all up.

Too many radio people are acting like Chicken Little's friends. Some of their customers have hollered that the sky is falling, and they believe it. They had better look up.

We can offer the report that the sky is still there (we just looked out our window and saw it). Perhaps it is cloudier than it was a year or so ago, but it hasn't even begun to crumble at the edges.

Freeze to Ice-Cap

LAST WEEK radio-television lost its aura of essentiality in this volatile defense economy. It's supposed to be temporary—until better controls on critical materials can be evolved.

The net effect, nevertheless, is that under the new NPA construction order, an equipment freeze is imposed upon new station construction. There are the usual appeals procedures. Simultaneously, regulations affecting nickel, used in loudspeakers, and cathode ray tubes, foreshadow tightened production ahead in the receiver field.

This could be the beginning of what many thought would be the effect of the Korean outbreak—an equipment freeze superimposed upon the TV allocations freeze. That this should come just about the time there are first signs of the thawing of the four-year-old TV freeze, if only in UHF, must be regarded as sheer coincidence.

The mysterious aspect of the new construction ban is that it came out of the blue—a complete surprise to the FCC and to those doing business with NPA. There wasn't the customary consultation with industry advisory representatives. It countermands an order of last January which exempted radio and TV.

The experience of World War II, when a tight equipment freeze was imposed on everything except construction "certified as essential in the war effort" must be used as the index to this new dilemma. Defense production officials assert the new order means simply that there will be no approvals "in the field" of new construction of transmitters or studios, but that applications must be bucked to Washington. Anyone who had experiences with the priorities procedures of the last war knows their futility.

As it stands now, only those projects underway can be completed. Hollywood-type studios are out, along with motion picture theatres and hot-dog stands. New station installations might get by if they aren't too numerous, and if the Washington authorities do not follow the World War II pattern of confusion and frustration, compounded.

Radio should not be a serious issue in this new material austerity. TV again is the problem-child. The President and Defense Chief Wilson have stated repeatedly that a healthy civilian economy must be maintained.

TV occupies a unique place in the civilian economy. In the scant six years since World War II, it has become as vital as any part of the economy save food, clothing, housing and transportation—in those parts of the country where the federal government has permitted it to exist. Yet many areas are still deprived of television—which is still a "regional" medium, regional to the extent of 107 stations covering only 63 markets.

Before the controls are drawn taut, the case for radio-TV should be forcefully presented to the appropriate defense authorities. The incongruity of banning radio-TV construction at about the time the allocation lid comes off, should be made crystal clear.

Below the Belt

IN OUR government of checks and balances, it is the prerogative—indeed the duty—of Congress to probe into the activities and personnel of any and all agencies of Government.

The FCC has had its share of those inquiries. It has been the butt of many a Congressional diatribe. It has been called almost everything in the book. And much of it, in our judgment, has been justified, as past volumes of this journal covering a 20-year span, will attest.

The FCC of today isn't the paragon of bureaucratic perfection by quite a stretch. But it's still far from being the worst agency in Government. We think it can get along with less money, less red tape, less made-work and fewer people just sitting out jobs until they can retire.

Proper inquiries into FCC activities, in our view, should be encouraged. Irresponsible ones, motivated by disgruntled individuals or flannel-mouthed legislators with axes to be ground, should be shunned.

The FCC was hit below the belt the other day. Rep. Eugene Cox (D-Ga.), who headed the first FCC investigation eight years ago, and Rep. John Rankin (D-Miss.), who spits vituperation at all minorities, joined hands. They branded the whole FCC a Communist cell. Mr. Cox wanted to snip half a million off the FCC's budget, and got it. Mr. Rankin wanted to abolish the FCC altogether—until the last vestige of his imagined junior Kremlin is cleaned out.

Mr. Rankin's aproach was pure nonsense. We believe the FCC of another era had its pinkos and a red or two. We said so in these columns. We're satisfied that those who may remain are misguided little people who couldn't control the granting of a construction permit for a studio-to-transmitter link.

It was Mr. Cox, who should know better, who gave to his House colleagues a lot of archaic, rhetorical eye-wash, and who slandered Chairman Wayne Coy. He talked about a commissioner's wife who is vice president of a Communist-front organization. He meant the wife of an ex-commissioner who failed of reappointment three years ago. He was alluding to a departed era.

Mr. Cox charged that the *Washington Post* "pretty well dominates the Commission," because Chairman Coy was head of the radio operations of that newspaper before he became chairman in 1947. That canard is repudiated by the record. Mr. Coy has declined to participate in any decision having the remotest connection with *Washington Post* radio or TV activities, and has absented himself from the discussions.

The cut in FCC appropriations, as advocated by Mr. Cox, may stand. The FCC wouldn't be incapacitated if it did. But fairness and equity, we believe, demand a repudiation of the irresponsible and unfounded charges which went virtually uncontested in the *Congressional Record*.

our respects to:

DONALD MALCOLM NEILL

TO GO FROM office boy to chairman of the board in a little less than 14 years is unusual, but to go from office boy in a government broadcasting system and become chairman of the board of the private stations' organization at the same time is even more unusual. That in short is the career of Donald Malcolm Neill, general manager of CFNB Fredericton, N. B., who at the age of 35 was recently elected chairman of the board of the Canadian Assn. of Broadcasters.

Malcolm Neill grew up with radio. Born in Fredericton on April 15, 1915, he learned when he was eight years old that he had to tiptoe about the house and speak in whispers during certain hours of the day. During that time, CFNB was on the air—from the den in the family home. It was a 100 watter and the power supply was a motor generator beating out a regular rhythm in the basement.

He recalls that "in those early days there was no such thing as an electrical pickup and the method used was to place a microphone in front of the speaker on our victrola and grind out the records in this manner. There was of course no soundproofing in the house, and having an open microphone in the den a good part of each day mean that members of the family had to walk on tiptoes and speak in whispers during broadcast hours."

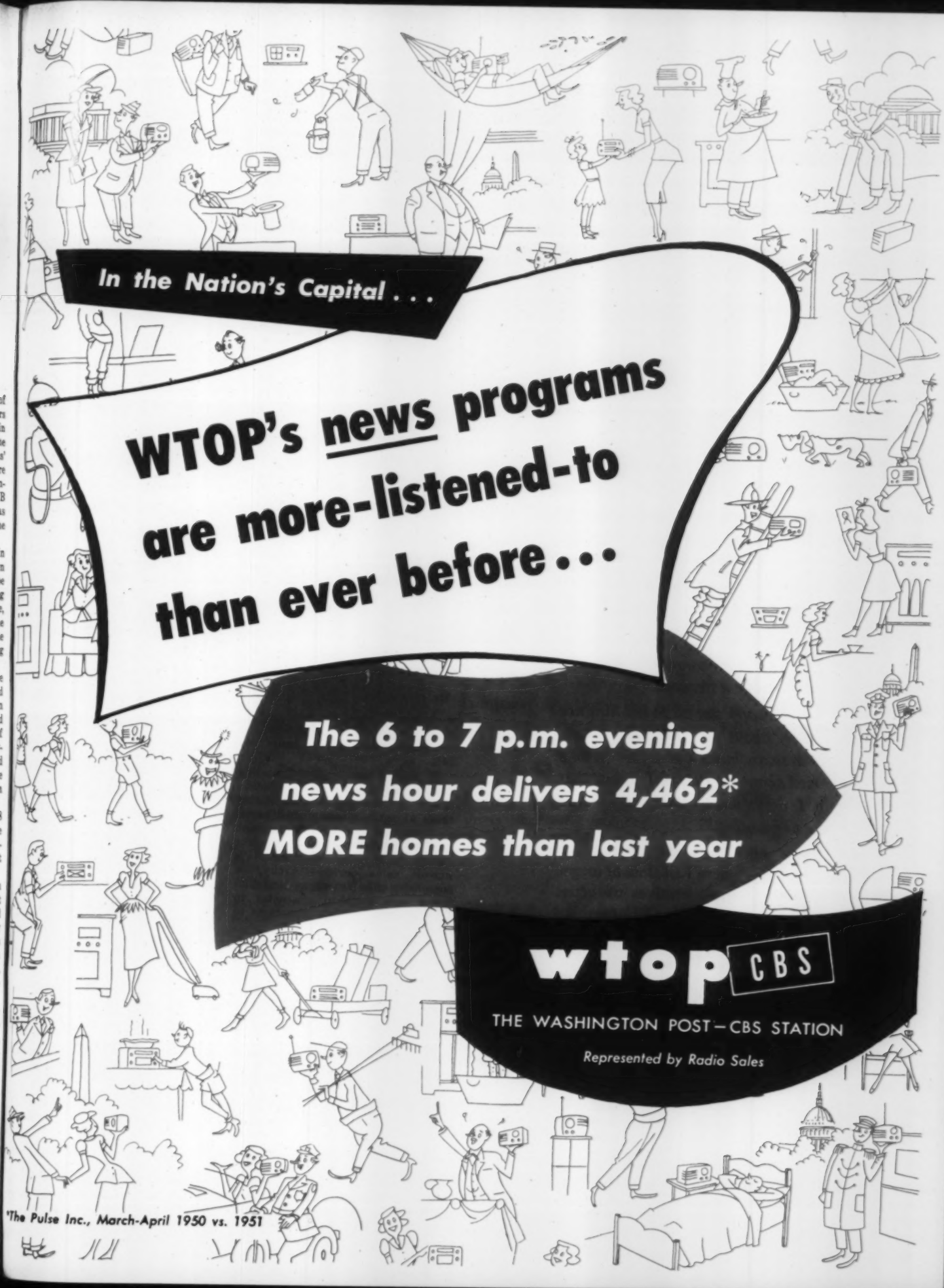
That situation prevailed from 1923 to 1928 when the station was moved to larger and more suitable quarters outside the Neill family residence. Life became easier for the Neills at home.

After finishing school at Bishop's College in Lennoxville, Quebec, Mr. Neill put in a short time in the family business, a retail and wholesale hardware firm founded in 1838 by his great-grandfather. CFNB is operated as a division of that firm, and Mr. Neill is a vice president of James S. Neill & Sons Ltd., and a member of the fourth generation in the firm.

From the hardware firm he went to the Canadian Broadcasting Corp. at Ottawa to become an office boy. That was on May 15, 1937. He was just 22 years old. He was promoted within a week to a file clerk, and after six months was transferred to the newly organized station relations division of which Horace Stovin became the first manager. Mr. Neill became his assistant. On May 15, 1938, the division, along with other departments of the CBC, was moved to Toronto and he went along.

It did not take young Neill long to find his way about Toronto, and within a week he had

(Continued on page 69)


In the Nation's Capital . . .
WTOP's news programs are more-listened-to than ever before . . .
The 6 to 7 p.m. evening news hour delivers 4,462* MORE homes than last year
wtop CBS
THE WASHINGTON POST – CBS STATION
Represented by Radio Sales
*The Pulse Inc., March-April 1950 vs. 1951

Advertisement

From where I sit
by Joe Marsh

Hope "Cappy" Told Him Where to Get Off!

"Cappy" Fisher—who just retired after thirty-five years as a railroad conductor—was telling about a certain salesman who was often one of his passengers.

"That man was so busy," says Cappy, "he used to bring a dictaphone on the train to catch up on his letters. On one trip he'd been rushing around so much he clean forgot to bring his ticket. Left it on his desk."

When Cappy started to tell him not to worry about the ticket he forgot, the salesman busts out with "Who's worried about the ticket? It's just that now I don't know what city I was going to get off at!"

Cappy might have been pulling our leg, but from where I sit, lots of us get so wrapped up in ourselves we often forget "where we're going." Some folks get so narrow they even begrudge their neighbors the right to enjoy a glass of beer now and then. Let's not forget that just as trains run on steam and oil, democracies run on freedom and tolerance!

Joe Marsh

INFORMAL gathering during the Ohio Assn. of Broadcasters meeting [BROADCASTING • TELECASTING, May 7] includes (l to r): William B. Ryan, BAB president, who addressed the broadcasters; William Lemmon, WJW Cleveland; Ad Karns, WING Dayton; Mrs. J. M. O'Hara; Mr. O'Hara, WMAN Mansfield; Mrs. Roger Berk; Mr. Berk, WAKR Akron, and C. N. Evans, WIZE Springfield.

NEWS INTEREST

Gramling Cites Factors

NEWS, ranking at the top in listener interest, offers a threefold opportunity to broadcast stations, according to Oliver Gramling, Associated Press vice president.

Recalling an address before the Ohio Assn. of Broadcasters [BROADCASTING • TELECASTING, May 7], Mr. Gramling said news programs give radio a chance to perform a public service, build a station's audience and provide revenue. He cited surveys showing radio news has the highest percentage of men, women and children listeners of any program type. In the case of one survey, the audience figure was 74%.

Mr. Gramling

In selling news, Mr. Gramling said, a number of primary factors must be considered. He listed these as ratings, established newscast periods, proper preparation and presentation, and effective salesmanship. He described AP's newest sales device—"Archy," a composite time salesman, and pictured this mythical character in the process of selling newscasts to local sponsors.

Listener interest in radio news has increased continuously for the last 25 years, according to Mr. Gramling, and will continue to increase because: "It is a well-established fact that one news medium does not replace another. Each helps the other—because each helps to broaden people's interest and to satisfy their hunger for more and more information."

APS Meetings

AS A direct result of its first subscriber conference in Greensboro, N. C., last February, Associated Program Service, New York, has scheduled two more conferences according to Maurice B. Mitchell, vice president and general manager of APS. The second conference will be held May 21 at the Atlanta Biltmore Hotel, Atlanta, and the third on May 25 at the Stephen F. Austin Hotel, Austin, Tex. Both meetings, conducted by Mr. Mitchell and Les Biebl, APS program director, will be devoted to discussions of the newest techniques in radio sales and programming.

EDUCATION POLICY

Hennock Gives Views

FCC Comr. Frieda B. Hennock believes that commercial programs can be educational. Appearing Tuesday evening at the annual dinner of the American U. Radio-Television Guild, held in Washington, Miss Hennock offered this view in a question-answer session following her formal talk.

Referring to comments of the Conference of Mayors on behalf of educational TV and the New York State Board of Regents plan to operate a statewide TV network, Miss Hennock said: "This is a very thrilling day. One comment from the mayors weighed 20 pounds."

Less Reading

Noting that reading of newspapers, magazines and books is falling off because of TV's impact on the home, Miss Hennock said TV must be used to spread knowledge about our free, democratic institutions. She called the stockpile of TV channels "one of our most valuable resources."

Ted Koop, CBS Washington news and special events director, criticized newspapers for repeated statements that telecasting of hearings involves use of batteries of kleig lights and cameras. At the Kefauver hearings, he said, TV stations pooled the coverage, using two cameras. The bright lights and flashes are caused by newsreel and still cameramen, he said, who do not operate on a pooled basis.

"Television is taking its place in the national scene," Mr. Koop said. "It is a tremendous force for good, working with the press."

Children's Programs also prove KEX Preference

YOUNGSTERS prefer KEX programs and influence purchases of KEX advertised products

5,000 eager youngsters jammed the auditorium of Portland's leading department store, Meier & Frank Company, to witness the annual Easter Party. "Drawing cards" for the show were KEX stars Uncle Bob and Merrie Virginia.

Throughout the years only KEX children shows have enjoyed a *continued* success in the Pacific Northwest, and five sponsors have been associated with these shows since their inception. Consistent program promotion and personal appearances are keeping these KEX leaders way out in front of other kid shows. Proof? Check your audience reports!

"The Squirrel Cage"

Every afternoon from 4:15 to 4:45 Uncle Bob holds forth with his little friends, "Gus the Goose" and "Gabby the Squirrel." It's fascinating fun for small fry.

"The Merrie Circle"

Rounding out each afternoon of kiddie fun, Merrie Virginia takes her listeners to the land of make-believe with her many puppet characters, including "Gulbert" and "Sir Percival Penguin." This program from 5:00 to 5:30 provokes hundreds of letters weekly from the entire Northwest.

P.S. Not only do these shows earn ratings — but they rate parental approval. Contact KEX or Free & Peters for availabilities now!

KEX

Oregon's *Only* 50,000 Watt Station

ABC AFFILIATE IN PORTLAND

WESTINGHOUSE RADIO STATIONS INC.

KEX • KYW • KDKA • WBZ • WBZA • WOWO • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

front office

WILLIAM DOTY EDOUARDE appointed NBC radio and TV spot sales representative in Southern California succeeding **ROBERT E. HOWARD** resigned. Mr. Edouarde was with KFWB Hollywood as sales manager, and earlier was associated with Badger, Browning & Hersey, N. Y.

RALPH L. STUFFLEBAM, commercial manager KSTL St. Louis, appointed director of FM at KXOK-AM-FM St. Louis.

PAUL ADANTI, station manager WHEN (TV) Syracuse, appointed director and vice president Meredith Syracuse Television Corp., subsidiary of Meredith Publishing Co., Des Moines, Iowa. Company also owns WHEN.

LEO BORIN, program supervisor WHAY New Britain, Conn., appointed manager of station. He will also continue his program duties. **THOMAS MEADE** appointed sales manager WHAY.

HOWARD R. HAWKINS, general attorney RCA Communications since Jan. 1, 1949, elected vice president and general attorney of RCA Communications Inc.

A. DONOVAN FAUST, assistant general manager WLWD (TV) Dayton, appointed assistant general manager WDTV (TV) Pittsburgh.

WINSTON S. (Red) DUSTIN, vice president and general sales manager of Noe Stations (WNOE New Orleans, KNOE Monroe, La.), named executive secretary of Cordell Hull Foundation for International Education. Foundation, which plans multi-million dollar endowment for education of Latin American students at Vanderbilt and other U. S. universities, constitutes largest private project for interchange of students and eventually plans to cover entire world. Mr. Dustin has been identified with project from its start. Trustees include Frank Houston, Chemical Bank in New York, James A. Farley, UN Ambassador Warren Austin and other leading figures.

HARRY W. ZIPPER, executive assistant to **J. KELLY SMITH,** CBS vice president in charge of O&O stations, named production business manager, KTSL (TV) Hollywood. He will work with **JAMES MELICK,** executive assistant to management CBS Hollywood.

JOSEPH HERSHEY McGILLVRA Inc., N. Y. appointed national representatives for WBIS Bristol, Conn.

EDWIN C. DERRYBERRY, account executive WTVJ (TV) Miami, called to active duty with Air Force.

ART CURTIS assistant to merchandising manager Hotpoint Inc., Chicago, to sales department WBBM Chicago.

LaVERLE TEED, John Keating Radio Station Representatives, Portland, Ore., appointed radio consultant for firm.

R. C. LOCKMAN, account executive KNX Hollywood, to KTTV same city, in similar capacity.

B. W. JASPER appointed account executive WXGI Richmond. He was with WCSI Columbus, Ind., as sales manager.

MEL GOODRODE, Bendix Appliances, South Bend, MBS Chaicago, as network account executive. He also worked at J. Walter Thompson, Chicago.

THE KENNEDY Co., Phila. appointed Philadelphia representative for WOND Pleasantville, N. J. **JOHN G. STRUCKELL** appointed acting general manager WOND. He was with WWBZ Vineland, N. J.

JOHN B. SOELL, DuMont Television Network, named account executive. He was account executive with WMCA New York for two years.

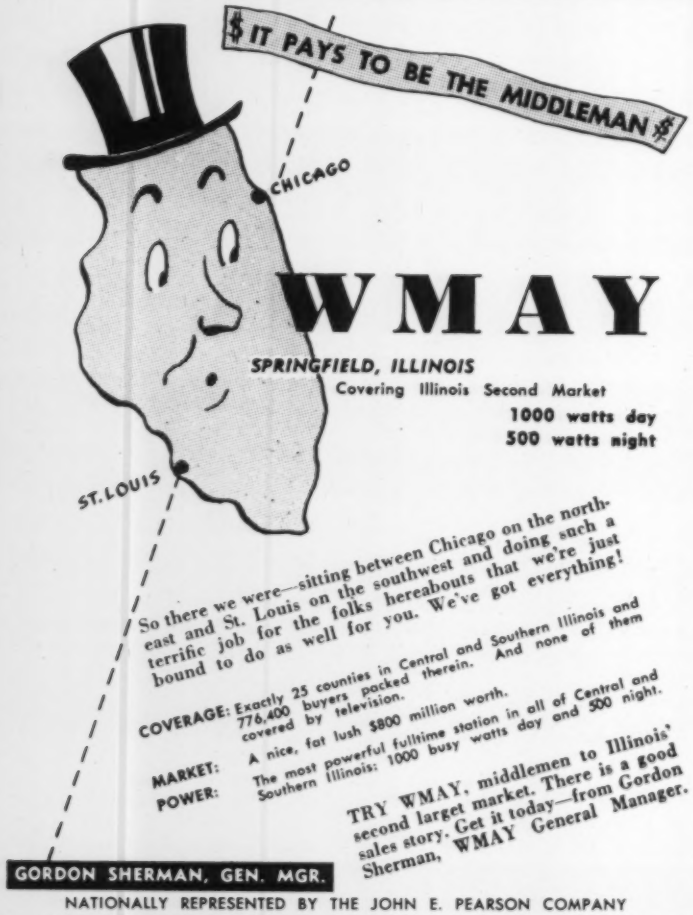
ARTHUR M. SWIFT, salesman WOOD Grand Rapids, on temporary duty with Air Force, stationed in Detroit.

NORMAN GLENN, supervisor of NBC sales promotion division, radio advertising and promotion, named to Radio Network Sales staff. **VINTON FREEDLEY Jr.,** formerly with American Tobacco Co., Foote, Cone & Belding and BBDO, also named to Radio Network sales staff [BROADCASTING • TELECASTING, April 30].

Personals . . .

HECHT S. LACKEY, owner and general manager WSON-AM-FM Henderson, Ky., elected governor of District 233 of Rotary International. . . . **J. CLIFFORD LEE,** president KFXM San Bernardino, elected to three-year term as director-at-large on board of California Tuberculosis & Health Assn. . . . **C. K. SPICER,** business manager WBT-AM-FM and WBTV (TV) Charlotte, N. C., elected first vice president Charlotte Chapter of National Office Management Assn. . . . **JOHN H. POOLE,** president KALI Pasadena, Calif. is on two months tour of Europe. . . . **ROGER CLIPP,** general manager WFIL-AM-FM-TV Philadelphia, named chairman of Variety Clubs convention to be held in Philadelphia in May. Vice President Alben W. Barkley, Loretta Young and Morton Downey are scheduled to attend. Faye Emerson and Ken Murray will originate their network television shows from Philadelphia during the Variety Clubs convention. Mr. Clipp will also serve as chairman of special events committee for Philadelphia's observance of Armed Forces Day, May 19.

JOHN D. SCHEUER Jr., assistant to general manager WFIL Philadelphia will speak at Fourth Radio and Television Institute to be held at Pennsylvania State College, July 11, on *WFIL-TV University of the Air.* Several hundred men and women in the radio-television industry and in the education field are expected to attend. . . . **ROBERT E. DUNVILLE,** president and general manager Crosley Broadcasting Corp. at Cincinnati headquarters, returned to his home last Tuesday after a hospital sojourn. He suffered what was described as a "mild cardiac attack" three weeks earlier. . . . **HENRY P. JOHNSON,** managing director WSGN Birmingham, Ala., has adopted four-month-old girl, Margaret Ann.


$ IT PAYS TO BE THE MIDDLEMAN $
CHICAGO
WMAY
SPRINGFIELD, ILLINOIS
Covering Illinois Second Market
1000 watts day
500 watts night
ST. LOUIS
So there we were—sitting between Chicago on the north-east and St. Louis on the southwest and doing such a terrific job for the folks hereabouts that we're just bound to do as well for you. We've got everything!
COVERAGE: Exactly 25 counties in Central and Southern Illinois and 776,400 buyers packed therein. And none of them covered by television.
MARKET: A nice, fat lush $800 million worth.
POWER: The most powerful fulltime station in all of Central and Southern Illinois: 1000 busy watts day and 500 night.
TRY WMAY, middlemen to Illinois' second largest market. There is a good sales story. Get it today—from Gordon Sherman, WMAY General Manager.
GORDON SHERMAN, GEN. MGR.
NATIONALLY REPRESENTED BY THE JOHN E. PEARSON COMPANY

BASEBALL HEARING

KFSB Goes to Court

MAY 17 has been set for a circuit court hearing in Joplin, Mo., wherein the local KFSB will seek the right to broadcast baseball games of the St. Louis Cardinals. Station's counsel has filed for an injunction against such a ban which is effective when the Joplin baseball team of the Western Assn. plays at home.

Defendants are the Cardinals, Griesedick Brewing Co. as sponsor, Ruthrauff & Ryan, agency, and the Joplin baseball team. Anti-trust, restraint of interstate commerce and monopoly are alleged. According to reports, KFSB is disregarding the ban.

ED MURROW (right) listens with his co-director and writer Fred W. Friendly as "Hear It Now" goes out over the CBS network. The program is being constantly edited right up to air time, and in case of a major news break the second half can be changed while the first half is on the air. Notice the pile of discarded tape on the floor that didn't quite make this broadcast.

Murrow takes to tape

45 miles of news-packed sound tape is one week's raw material for Ed Murrow's "HEAR IT NOW", Peabody Award winner for 195'

History repeats itself for the benefit of CBS audiences every week as Edward R. Murrow airs his skillfully woven account of the week's happenings, "Hear It Now". On-the-spot tape recordings from the world's newsfronts—45 miles of them—go into the making of "Hear It Now". These capture the actual voices and surroundings of the men who make the news, reproduce every sound with life-like fidelity.

There is no needle scratch, crosstalk or backlashing with tape, and its high fidelity remains through thousands of playings. Tape recordings can be made anywhere, anytime . . . in the studio, on the street, in moving vehicles . . . and the tape is easy to cut and dub into.

Want to know more about the short-cuts, new twists, savings you can make with tape? Write to Dept. BT51, Minnesota Mining & Mfg. Co., St. Paul 6, Minn., and we'll arrange to have a representative give you the whole story.

40 to 50 HOURS of recordings are winnowed down to less than an hour by the staff of "Hear It Now" editors, including Irving J. Gitlin (above). Tight, noisefree splices of selected material are easily made with a pair of scissors and "Scotch" Splicing Tape.

ONE 18-MINUTE FEATURE STORY presented on "Hear It Now" contained the boiled-down essence of this mountain of tape-recorded material. John Aaron, one of the editors, helps select the 9/10ths of a mile of tape that constitutes each "Hear It Now" broadcast.

IMPORTANT: There's more than one brand of sound recording tape on the market. Insist on the "SCOTCH" brand, the *lubricated* tape that means matchless fidelity, clarity of reproduction, freedom from distortion. Used by all major networks and recording companies.

Made in U.S.A. by MINNESOTA MINING & MFG. CO., St. Paul 6, Minn., also makers of "Scotch" Brand Pressure-sensitive Tapes, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheeting, "Safety-Walk" Non-slip Surfacing, "3 M" Abrasives, "3M" Adhesives. General Export: Minn. Mining & Mfg. Co., International Division, 270 Park Avenue, New York 17, N.Y. In Canada: Canadian Minn. Mining & Mfg. Co., Ltd., London, Ont.

OPERATOR RULE

'Severe Hardship'—NARTB

SEVERE hardship would be imposed, especially on small stations, by the FCC's April 5 proposed rule granting 30-day exemption from the first-class operator rule, according to a special NARTB committee engaged in a study of the problem [BROADCASTING • TELECASTING, May 7].

While the FCC's proposed rule is designed to provide relief, according to the committee, its 30-day limit will force stations into procedural snarls worse than the hardship the rule is designed to relieve.

Exemption of 120 days instead of 30 days should be granted, the committee suggested, with stations filing an interim report at the 60-day point to show what efforts are being made to hire first-class operators.

Stations would be put to heavy expense and time-consuming effort in supporting applications for relief every 30 days, the committee contended, with more than 30 days likely to be required to comply with requirements. "In fact, a station would be well advised to begin preparing its second justification before action had been taken on its first application," the committee argued. "The Commission must make the basic period of relief sufficiently long to make it meaningful."

Since the proposed FCC ruling permits filing with field engineers, the committee felt these engineers should have the right to terminate exemptions if stations failed to make a good showing at the 60-day interval.

The 30-day rule proposed by the Commission is contrary to sound administrative practices, the committee contended, citing regulatory practices in support of its claim.

Another practical objection centered in the difficulty of hiring temporary operators on a 30-day basis, especially in view of the present national labor shortage.

The brief was filed by Bernard Koteen, attorney for the committee, whose membership comprises William C. Grove, KFBC Cheyenne, Wyo., chairman; Marshall Pengra, WATO Oak Ridge, Tenn., and Harold Essex, WSJS Winston-Salem, N. C.

TO FAMILIARIZE the Paul H. Raymer Co. with representative programs, WTAG Worcester, Mass., station officials prepared a 72-minute disc digest of a day's programming [BROADCASTING • TELECASTING, **May 7**]. **Shown examining a portion of the orientation material in Raymer New York offices are (l to r) Ralph McKinnie, Raymer sales manager; Robert J. Brown, WTAG commercial manager; Wally Duncan, assistant to the Raymer president, and Herbert L. Krueger, WTAG manager. The special platter, *A Day In The Life Of WTAG*, was written by Andy Fuller, publicity director, and Ed Quinn, sales promotion director. Mr. Brown conceived the idea and also will take the disc to Raymer offices in Chicago and Detroit.**

UTAH DENIAL

KSVC Loses Petition

FCC last Tuesday denied a petition by Sevier Valley Broadcasting Co. asking to enlarge the hearing issues in connection with its application for license renewal of KSVC Richfield, Utah. Sevier Valley had requested the inclusion of the station's programming as evidence.

Comr. Paul A. Walker and Rosel Hyde dissented to the decision upheld by Comrs. Wayne Coy, Paul A. Walker, Edward Webster, Robert Jones, and George Sterling. FCC's memorandum opinion and order stated that the Commission had not specified any programming issues because it was "satisfied that programwise the station has been operated in the public interest." Request that oral argument be held was also denied by FCC.

Issues being considered in KSVC's license renewal are possible authorized transfer of control of the station, alleged misreporting and failure to report to the Commission, deviation in financing from the representations shown in the CPF application, and whether grant of the application would be in the public interest.

In his dissent, Comr. Hyde indicated that since the application was to be considered as to whether it could be granted in the public interest, all evidence concerning the application should be offered. KSVC had petitioned that it had engaged a lawyer unfamiliar with radio law at the time of its original filing and therefore had been late to offer evidence of programming in the hearings. Comr. Hyde said that in FCC's discretion, this lateness in filing could have been waived.

HOUSE MOVING

WBUD Meets Emergency

WBUD Morrisville, Pa., quickly shifted operations to its transmitter site when linemen cut main power lines to permit the moving of a three-story double house. The house, purchased from the Delaware Bridge Commission, was "transplanted" from one section of the city to another. Transfer necessitated power be cut.

William A. Brewer, WBUD chief engineer, ordered interim operations be conducted from the transmitter site on the Delaware River. The emergency operation lasted only an hour and WBUD made the transition with only 20 seconds of "dead" time.

Decision Set Aside

FCC on Monday set aside a hearing examiner's initial decision looking toward grant of KIFI Idaho Falls, Ida., application for a change in facilities from 1400 kc, 250 w, unlimited to 1060 kc, 10 kw, unlimited, night directional. Commission remanded the proceeding to the examiner for further engineering evidence.

KPPC DENIED

FCC Reverses Proposed O

REVERSING an initial decision, FCC last week denied a construction permit to Pasadena Presbyterian Church to change transmitting equipment and to increase power of KPPC Pasadena on a share-time basis with KGFJ Los Angeles. Requested power boost was from 100 w to 250 w, operating on 1240 kc.

The initial decision was reversed on grounds that there was more than 2 mv/m and 25 mv/m contours overlap by KPPC compared to respective 25 and 2 mv/m contours of KGFJ.

In a dissenting opinion, Comr. Paul A. Walker said that FCC's rules and standards should be enforced "with reason." Asking such an interpretation in this case, Comr. Walker indicated granting of both applications as recommended by Examiner Basil P. Connor would permit "increased benefits to many thousands of listeners."

KFST REVOCATION

Suspended Pending Hearing

FCC has suspended its order revoking the construction permit of KFST Fort Stockton, Tex., until hearings, which are to be held in Fort Stockton, are concluded [BROADCASTING • TELECASTING, March 19]. No date has been fixed for the hearings over which Comr. Paul A. Walker will preside, FCC said in an action May 3.

Basis for the revocation order was alleged ownership misrepresentation of KTXC Big Spring, Tex., whose bid for license renewal also was designated by the Commission for hearing.

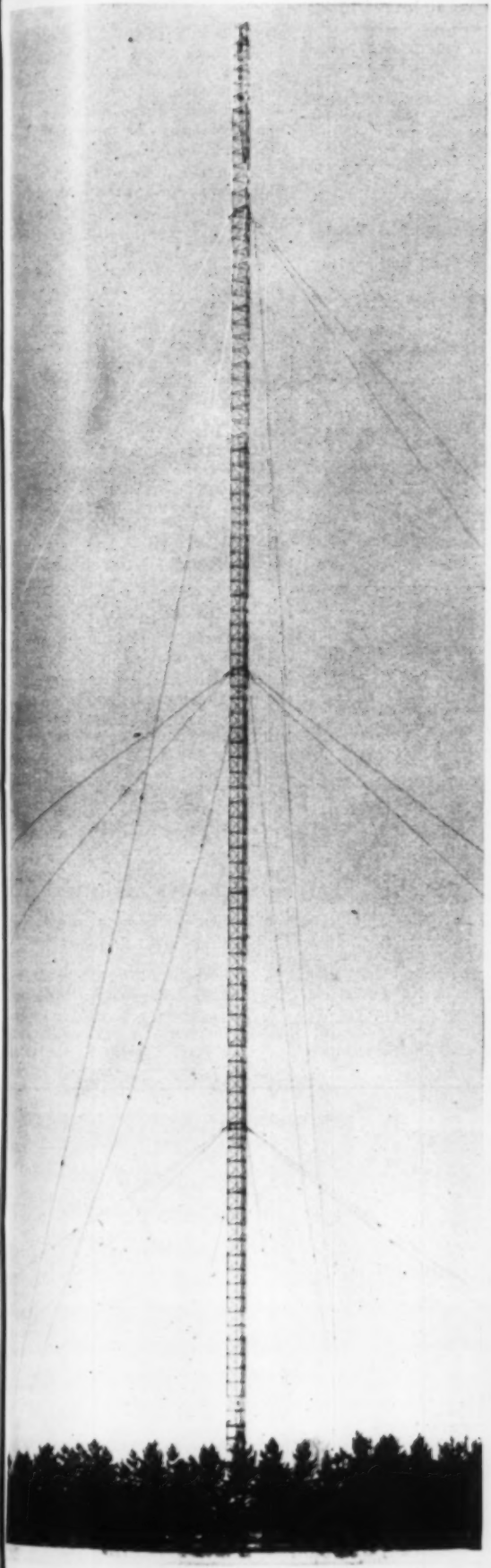
Actions on KTXC and KFST had been based on disclosures in a letter from Leonard R. Lyon regarding alleged contracts granting part interests in KTXC to V. T. and E. W. Anderson. Mr. Lyon is original permittee of KTXC and part-owner KFST in equal partnership with the Andersons and Clyde E. and George T. Thomas, all of whom were charged by the FCC with having participated "in the illegal transfer" of KTXC.

Extends Deadline

DEADLINE for filing proposed findings in G. A. Richards' stations case has been extended seven days to today (May 14). Renewal proceedings involve KMPC Hollywood, WJR Detroit and WGAR Cleveland. In giving additional time last Monday, Examiner J. D. Cunningham noted illness in the family of a FCC General Counsel staff member as well as enormity of hearing record as justification for the extension. Richards counsel has already submitted its proposed findings [BROADCASTING • TELECASTING, May 7].

KGW carries the weight in the Oregon Market DAY or NIGHT
TOTAL BMB FAMILIES
From 1949 BMB Survey
DAYTIME
KGW 350,030
Station B . . . 337,330
Station C . . . 295,470
Station D . . . 192,630
NIGHTTIME
KGW 367,370
Station B . . . 350,820
Station C . . . 307,970
Station D . . . 205,440
KGW PORTLAND, OREGON
on the efficient 620 frequency
AFFILIATED WITH NBC
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

TRUSCON... a name you can build on



Truscon Builds

World's Tallest Radio Tower

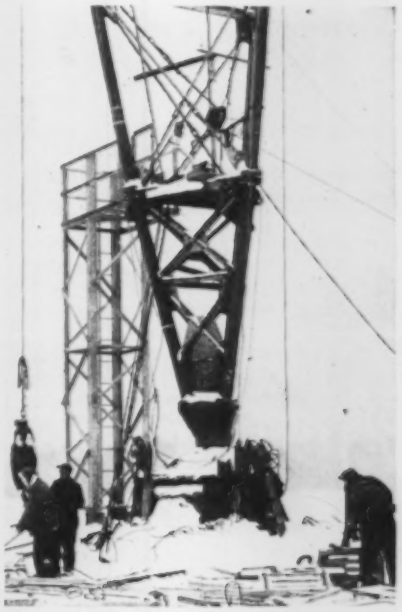
Truscon has fabricated for the United States Government a 1,212-foot tower recently erected near Rome, New York.

The 1,212-foot giant overshadows every other man-made structure in the world, except the 1,250-foot high Empire State building. It is truly a tribute to the skill of the men at Truscon who designed, engineered, and produced it. Not many years ago a tower of this type and height would have been considered impractical to build. Work on the structure began on Truscon's drawing boards in the spring of 1948. Erection was started in September 1950.

Nearing completion last November, the tower had its first test of consequence during the storm that brought record snow and 125-mile-an-hour winds to the eastern section of the country. In this blow the tower swayed approximately seven-tenths of the seven feet it is calculated to sway in a 150-mile-an-hour hurricane.

Requiring 772 tons of fabricated steel, the great structure is supported by 4 miles of guy cables, most of which are anchored almost a quarter of a mile away from the base. The new tower will be used by scientists at the Griffiss Air Force Base near Rome (N. Y.) for the study of Loran, a radio navigation aid first developed during the last war.

Today, rising skyward in many nations are many hundreds of Truscon-built "fingers of steel" over which pour communications for the attentive ears and eyes of the world's people. Your phone call or letter to any convenient Truscon district office, or to our home office in Youngstown, will bring you immediate, capable engineering assistance on your tower problems. Call or write today.



A construction photograph shows giant tower's base. More than 1400 cu. yds. of concrete was used to form base pier and guy anchors.

TRUSCON MARK OF MERIT PRODUCTS

TRUSCON® STEEL COMPANY

Subsidiary of Republic Steel Corporation

Youngstown 1, Ohio

If it's ears you are need'n
The kind that are heed'n

Commercials, just as they should;
Before proceeding . . .

Pick the station that's leading.
In Greater Grand Rapids, it's WOOD!

Why is WOOD terrific?
Ask Katz to get specific.

In Greater Grand Rapids . . . the most ears are WOODpecked

- WOOD appeals to Greater Grand Rapids' most diversified audience
- Covers Michigan's largest inland market
- Gives you lowest cost per thousand
- Gives you best local programming and promotion
- Is Greater Grand Rapids' *only* 5000 watt station

For the best earful in Greater Grand Rapids ...

WOOD

GRAND RAPIDS, MICHIGAN
5000 WATTS • NBC AFFILIATE

Also WFDF — Flint, Mich., WEOA — Evansville, Ind. WFBM — Indianapolis, Ind.
National Representatives
Katz Agency, 488 Madison Ave., New York, N. Y.

MICHAEL AWARDS

1,200 Attend 2nd Annual Academy Dinner

SECOND annual "Michael Awards" of the Academy of Radio & Television Arts & Sciences were presented to 27 network radio and television personalities and programs at a dinner at the Waldorf-Astoria Hotel in New York last Monday evening.

Seven special citations were presented, including a "pioneer television award" to Dr. Allen B. DuMont, president of Allen B. DuMont Labs and the DuMont Television Network, and a "national public service citation" to the Kefauver Crime Investigating Committee. Some 1,200 persons, including broadcasting, newspaper, government and social leaders, were on hand for the banquet, proceeds of which were donated to United Cerebral Palsy's $5 million May campaign.

Award winners were announced as follows:

Radio—Best comedian, Groucho Marx (NBC); best situation comedy, *Jack Benny Show* (CBS); best dramatic program, *Theatre Guild on the Air* (NBC); best news interpretation, Edward R. Murrow (CBS); best consistent news commentator, Walter Winchell (ABC); best classical music program, *The Telephone Hour* (NBC); best mystery program, *Dragnet* (NBC); best children's program, *Quiz Kids* (NBC); best producer-director, *Theatre Guild* and Homer Fickett (NBC).

Television—Best comedian, Milton Berle (NBC-TV); best variety program, *Toast of the Town* (CBS-TV); best situation comedy program, *Alan Young Show* (CBS-TV); best dramatic program, *Philco Playhouse* (NBC-TV); best mystery program, *Suspense* (CBS-TV); best panel quiz, *What's My Line* (CBS-TV); best children's program, *Super Circus* (ABC-TV); best musical variety program, *Fred Waring Show* (CBS-TV); best producer-director, Max Liebman (NBC-TV); best news commentator, John Cameron Swayze (NBC-TV); best commercial presentation, Lucky Strike cigarettes (NBC-TV).

Best male vocalist, Perry Como (CBS).

Best female vocalist, Dinah Shore (CBS).

Best announcer, Bud Collyer (NBC-TV).

Best sportscaster, Bill Stern (NBC-TV).

Most promising television star, Sam Levenson (CBS).

"Michael Citations"—Irving Mansfield for originality and creativeness in the conception of program ideas (CBS); Barry Gray, public affairs award (CBS); Arthur Godfrey, "Mr. Mike" (CBS); Eddie Cantor, humanitarian award (NBC-TV); Bob Hope, Americanism award (NBC); the Kefauver Committee, national public service citation; Dr. Allen B. DuMont, pioneer television (DuMont).

Radio-television forum and discussion programs—*American Forum of the Air*, best forum program (NBC); *Meet the Press*, best discussion program (NBC-TV).

COUNCIL PICKUP

Col. Springs Allows Tape

"REVOCABLE" permit to tape record meetings of the Colorado Springs (Col.) City Council has been granted KVOR, that city. By vote of 6-3 the council approved delayed broadcasts, long proposed in Rocky Mountain cities.

James D. Russell, KVOR president, appeared before the council May 8 to explain his request, saying the object was to heighten public interest in council proceedings. The tape will be edited to remove less interesting portions and a narrative will be added by Hal Bumpus, KVOR newsman.

Mr. Russell said military matter of a confidential nature would be deleted. "We have no bones to pick," he continued. "We are not in a position, nor do we have the slightest desire to editorialize. It will be straight news reporting."

One of the three dissenters objected to recordings on the ground they would cause misunderstanding. A new member felt he had not been on the body long enough to have his opinions broadcast.

GE RESEARCH

To Triple Facilities

THE NEED for more research and development looking toward improved electronic equipment for the armed forces has prompted the General Electric Co., Syracuse, to plan tripling of its facilities at Electronics Park and the addition of 173 new employes.

Dr. W. R. G. Baker, GE vice president and general manager of the company's Electronics Dept., said the size of the 190-acre lab building will be increased from 33,000 to 101,000 sq. ft. by the addition of two wings. Construction starts this month. Activities carried on in the laboratory include not only military research but basic studies in the whole field of communications. About 162 people currently are employed at the Electronics Lab.

FRAUD BILL

House Committee Cites FCC

CITING FCC testimony on the projected radio fraud bill [BROADCASTING • TELECASTING, April 30, 23, 16], the House Judiciary Committee has said "radio misuse to perpetrate frauds has increased to an alarming degree. . . ."

This recognition of fraud via radio was given in the committee's report on HR 2948, which was approved a fortnight ago for House action.

Taking cognizance of fraudulent operators who by-pass the mails and use only "wire and radio facilities," the committee said "the ingenuity of swindlers gravitates naturally to those unethical practices beyond the specific sanction of law."

Mail Issue

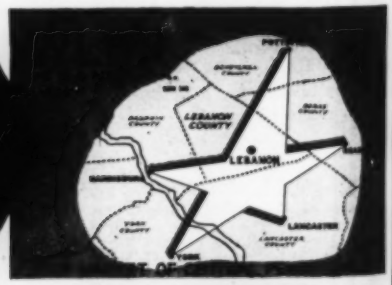
It went on to say, "even in those cases of radio fraud where the mails have played a role, it is sometimes difficult to prove the use of the mails to the satisfaction of the court and so prosecutions often fail. Because of the greater facility in proving the use of radio, this bill if enacted might often rescue a prosecution which would otherwise be defeated on technicalities."

The fraud bill would apply to any person who transmitted or caused to be transmitted by way of interstate wire or radio communication any fraudulent scheme. The amendment to the U. S. Criminal Code also includes television. Maximum penalty carried would be a $1,000 fine, five years imprisonment, or both.

Dartmouth Granted CP

TRUSTEES of Dartmouth College Thayer School of Engineering, Hanover, N. H., have been granted CP and license for a Class 1 experimental radio station to be used for basic research in physics of the ionosphere. Frequencies within the band 1.5 to 10 mc to be assigned with conditions.

This Rich Lebanon Valley Market Is YOURS...



300 Million DOLLARS WORTH covered with ONE STATION

WLBR AM FM

LEBANON, PA. • 1000 WATTS • 1270 KC
The STAR MARKET of Central Pennsylvania

JULIAN F. SKINNELL—Operations Mgr.
REPRESENTED BY RAMBEAU

Mr. Heverly: You'll find the truth about

ZENITH UHF TUNING

in the May issue of

FM-TV

RADIO COMMUNICATION

YOUR LETTER, Mr. Heverly, published in *Broadcasting* for April 16, described Zenith's full-page advertisements on their UHF television tuning as "one of the most flagrant examples of poor advertising I have ever seen, and a discredit to the TV manufacturing industry", and " . . . a disgrace to the advertising profession and the agency [Critchfield & Company] that places it."

If Zenith is giving UHF television what you called the "patent medicine" treatment, it is a very serious matter in your city of Seattle, where 2 out of the 5 proposed commercial allocations are UHF. It is still more serious to the people in your state generally, because 17 out of the 27 stations proposed are UHF. In fact, the future expansion of TV depends largely on UHF reception, because the FCC plan calls for 1,230 UHF commercial assignments, with only 484 on VHF. This makes UHF doubly important.

Your letter asked: "What are the Zenith tuning strips? Probably slabs of bakelite upon which the new tuning coils are mounted. What is the provision to receive tuning strips? Mere space for mounting? Why would any other receiver require outside adapters or converters any more than Zenith?" All those questions are answered by an article entitled "Zenith VHF-UHF Tuning" which appears in the May issue of RADIO COMMUNICATION Magazine. It presents detailed information, 14 photographs and wiring diagrams, and a full account of Zenith UHF performance.

You got a little ahead of us, Mr. Heverly, on the subject of Zenith UHF tuning, but usually, before management and engineering executives ask the questions, we are out with the answers, presented in a clear, readable, well-illustrated style. That's why readers look to RADIOCOM for the facts they need. They rely on this Magazine, trust it, depend on it.

If you aren't already a subscriber to RADIOCOM, fill out and mail the attached coupon today. A 3-year subscription costs only $6.00, but mistakes in judgment, due to lack of full and accurate information, may be awfully expensive.

Mail This Coupon Today • • • •

11th Year of Service to Radio Management and Engineering

Since 1940, it has been the special job of this Magazine to present authoritative, unbiased, documented information on significant technical developments and FCC actions.

For example, the April issue of RADIOCOM carried the most helpful analysis of the new TV plan, with a quick-reference table showing all cities where VHF allocations are proposed, together with the VHF stations on the air, the UHF allocations, population, and the FM and AM stations in each city.

In May, there is a searching discussion of FCC policy with respect to functional-music, storecasting and transitcasting, entitled "This May Be Another Plotsky". Here is a matter of interest to every management or engineering executive, because it is related to the Commission's continuing arrogation of control over the business of broadcasting in general and, specifically, its intention to implement or eliminate the FM service which it has described officially as the "finest aural broadcast system".

The article on "Zenith VHF-UHF Tuning" is *must* reading because any intelligent decision about the immediate future of UHF requires an answer to the question: Can present sets receive UHF, or are the manufacturers giving the new band the "patent medicine" treatment?

RADIOCOM, Inc., TV Building, Great Barrington, Mass.
Please enter my subscription to RADIO COMMUNICATION for:

☐ 3 years (36 issues) $6.00 ☐ My remittance is enclosed
☐ 1 year (12 issues) $3.00 ☐ Please send me a bill

Name.....

Address.....

.....

air-casters

JOSEPH IARICCI, NBC statistical division supervisor, promoted to traffic division supervisor for NBC TV sales service, succeeding HAMISH McINTOSH, transferred to TV stations relations. JOHN CRAMER replaces Mr. Iaricci as statistical division supervisor. NANCY EWELS named assistant traffic division supervisor, succeeding JOHN WEIR, now in Armed Forces.

MILTON Q. FORD, disc jockey WWDC Washington, signed for three - times weekly disc jockey show on WOR New York. Mr. Ford is also the father of boy, May 2.

Mr. Ford

ELIZABETH C. BUTTERFIELD and NAT SHOEHALTER appointed assistant directors WATV (TV) Newark. Mr. Shoehalter was radio editor at Rutgers U.

"DID" DWYER, disc jockey-announcer KCHE El Reno, Okla., to KJBC Midland, Texas, in same capacity.

ROY RECTOR, senior director-producer and operations supervisor WKY-TV Oklahoma City, appointed director-producer KOTV (TV) Tulsa.

STAN VAINRIB, chief announcer and disc jockey WKAX Birmingham, Ala., appointed production manager KHQ Spokane. He succeeds HERB HESS, now with Virgil A. Warren Adv., Spokane.

JIM KILIAN, staff announcer and assistant in publicity and public relations department WAAM (TV) Baltimore, appointed assistant program manager. He will continue his work in publicity and public relations department.

WALTER VAN BELLEN, former art staff member, appointed art director, and HAROLD SHEPARD, sales promotion writer, named supervisor of sales promotion division of NBC's radio advertising and promotion department. Mr. Shepard succeeds NORMAN GLENN, now in Radio Network Sales [see FRONT OFFICE].

A MOTHER who is following in the footsteps of her daughter provides a new twist to a career story. Ruth Crane (l), star of *Modern Women* over WMAL-TV Washington, is losing her assistant, Mary Beth Larrabee, to maternity. Mrs. Larrabee's place is to be taken by her mother, Mrs. Mary Louise Roberts (r).

BYRON DOWTY, sales department WDTV (TV) Pittsburgh, appointed production director. He will have charge of all programs, both live and film.

BOB RECTOR appointed announcing staff KMOX St. Louis. He was with KWTO Springfield, Mo. JIM BUTLER, WVLN Olney, Ill., to KMOX as late night disc jockey.

BOB DALTON, WRNL Richmond, to announcing staff WMAL-AM-TV Washington.

OTT ROUSH, program manager WSIX Nashville, Tenn., appointed production manager WMC, Memphis.

LOU AMES, assistant program manager WPIX (TV) New York, and TONY AZZATO, film department manager, assigned, respectively as production supervision and control-room direction, and assistant to program manager in charge of administration.

LLOYD DENNIS, director-producer WTOP Washington, named director of program service WTOP-AM-FM-TV. Mr. Dennis will be responsible for program operations in all media.

SAM ABELOW, producer in CBS program department's public affairs division and producer of CBS radio and TV show, *We Take Your Word*, is resigning effective May 18, to write a play. He has been with CBS since 1945; formerly was freelance radio writer in Boston.

NATIONAL NIELSEN* RATINGS TOP RADIO PROGRAMS

(Total U.S. Area, Including Small-Town, Farm and Urban Homes—and including Telephone and Non-Telephone Homes)

REGULAR WEEK APRIL 1-7, 1951

CURRENT RANK	PROGRAMS	RATINGS HOMES %
EVENING, ONCE-A-WEEK		
	(Average For All Programs)	(7.7)
1	Jack Benny Show (CBS)	17.3
2	Lux Radio Theatre (CBS)	17.3
3	Charlie McCarthy Show (CBS)	16.1
4	Amos 'n' Andy (CBS)	14.2
5	Walter Winchell (ABC)	13.1
6	My Friend Irma (CBS)	13.1
7	Godfrey's Talent Scouts (CBS)	13.0
8	Red Skelton (CBS)	12.4
9	Fibber McGee and Molly (NBC)	12.3
10	You Bet Your Life (NBC)	12.2
EVENING, MULTI-WEEKLY		
	(Average For All Programs)	(4.5)
1	Beulah (CBS)	9.7
2	Lone Ranger (ABC)	8.0
3	Jack Smith Show (CBS)	7.7
WEEKDAY	(Average For All Programs)	(5.1)
1	Romance of Helen Trent (CBS)	9.5
2	Our Gal, Sunday (CBS)	8.9
3	Wendy Warren & the News (CBS)	8.6
4	Arthur Godfrey (Ligg. & Myers) (CBS)	8.4
5	Pepper Young's Family (NBC)	7.9
6	Guiding Light (CBS)	7.8
7	Aunt Jenny (CBS)	7.8
8	Big Sister (CBS)	7.8
9	Ma Perkins (CBS)	7.5
10	Road of Life (NBC)	7.4
DAY, SUNDAY		
	(Average For All Programs)	(2.8)
1	True Detective Mysteries (MBS)	9.0
2	The Shadow (MBS)	7.7
3	Martin Kane, Private Eye (MBS)	5.2
DAY, SATURDAY		
	(Average For All Programs)	(3.6)
1	Stars over Hollywood (CBS)	7.8
2	Armstrong Theater (CBS)	6.5
3	Grand Central Station (CBS)	5.7

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 41,903,000—the 1951 estimate of Total United States Radio Homes.

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

Copyright 1951 by A. C. Nielsen Co.

CARTER CLEMENTS, program department WHAY New Britain, Conn., appointed chief announcer. WILLIAM TURNER, business department, named office manager.

LOUIS GILLESPIE, KPAS Banning, Calif., to KXO El Centro, as announcer and engineer.

GEOFFREY GASS and BRYCE HOWARD, both graduates Northwest Broadcasting School, Portland, Ore., to KRPL Moscow, Ida., as announcer-technicians. BRUCE FOUNTAIN, Northwest graduate, to KRUL Corvallis, Ore., as announcer.

BILL JOHNSON to announcing staff WNAX Yankton, S. D. He was with KCOM Sioux City, Iowa.

HARTLEY SATER, chief announcer KGA Spokane, and ALWYN BACH, KYW Philadelphia, to KGO San Francisco announcing staff.

MARY ANN JAYNES, new to radio, to WSB Atlanta, as receptionist.

KAY SCHEER appointed copywriter WTVJ (TV) Miami. FLORENCE O'BRIEN, secretary to LEE RUWITCH, vice president and general manager WTVJ, resigns.

P. M. COVINGTON appointed director of property maintenance WBT-AM-FM and WBTV (TV) Charlotte, N. C.

ROBERT R. MILLER, WBEZ (FM) Chicago, to WGN-TV Chicago, as floor manager.

SID GARRIS, as "Symphony Sid," to CKLW Windsor as disc jockey.

DAVID SNELL, WOR New York commentator, was to receive citation for loyalty and service from Joint Committee Against Communism in N. Y. yesterday (Sunday) on his program, *This Week on the Communist Front*. Presentation was made by STEPHEN C. CHESS, radio-TV committee chairman.

News . . .

H. B. KENNY appointed news director WSAZ-AM-TV Huntington, W. Va. He was Washington correspondent for *Minneapolis Tribune*.

JOE SMITH appointed sports staff WARD Johnstown, Pa. He will handle Phillies games. He was with WSSV Petersburg, Va.

JERRY CROCKER, program director WCUE Akron, to WERE Cleveland, as sportscaster and disc jockey.

THEODORE F. KOOP, director of news and special events CBS Washington, spoke on "Radio-Television News Coverage in Nation's Capital" at U. of Missouri, May 2.

JAMES MacNAMARA, head news staff KLAC-AM-FM Los Angeles, returns to active duty with U.S. Army, as Major in Public Relations staff in Korea under Gen. James A. Van Fleet. MAL KLEIN, commercial director, KLAC-TV named director of station film department.

ALLEN FORBES, BILL WARRICK and ARTHUR MUELLER to news staff WCCO Minneapolis.

ADD PENFIELD appointed director of news and special events WIS Columbia, S. C. He was with WSB Atlanta.

WILLIAM J. SAGSTETTER, noted agricultural editor and writer, conducting early morning farm program on KXYZ Houston.

JOHN E. MURPHY, news director WCKY Cincinnati, elected president Kentucky Outdoor Writers Assn.

Dr. SAMUEL JOHNSON, executive director of St. Louis Council on World Affairs, now doing afternoon news analysis program on KMOX St. Louis.

This advertisement is the 13th in a series of messages on Inflation appearing in 425 newspapers and leading farm magazines. The Institute believes that Inflation can really be checked only when the public understands its cause and accepts its cure.

We are in a state of Emergency. We must build our military strength—and at the same time we must keep our economy strong for the long pull. Inflation bleeds both!

Every dollar cut from non-military spending is a dollar available for defense

—and a check on Inflation

Senators and representatives who have studied the matter say non-military expenditures could be cut back 5 to 7 billion dollars without crippling essential Government functions.

Every dollar our Government can cut from non-military spending is a dollar saved for the defense effort. It is also a dollar cut from the amount our Government must get from you in taxes, or by borrowing. Every dollar so cut helps check prices by holding down demand for goods and services.

Your money is at stake

All of us as taxpayers are already feeling the pinch of increased taxes, and there are more ahead. As consumers we are already feeling the rise in prices. So every one of us has a *personal* stake in how our Government meets the responsibility of cutting non-military expenditures.

Calling on representatives in Government for economy in non-military spending is one of the most effective ways of aiding defense and combating Inflation—the Sixth Column Enemy—at the same time.

Of course, cutting back means giving up some things, but this must be done in order to help pay for defense. Government's only source of money is the people—and one of those people is *you*.

Five more things that must be done to check Inflation:

1. **Increase production:** To meet military needs, provide civilian necessities, help keep prices down.
2. **Support taxes** needed to put our Government on a "pay-as-you-go" basis.
3. **Accept controls:** To assure military materials and to keep prices down by reducing competition for these materials.
4. **Increase savings:** To provide investment money for greater production, lessen the demand for goods, and build a reserve for our own future needs.
5. **Buy only for real needs:** To prevent bidding against each other for scarce goods.

None of these things will be easy to do. But everybody will agree that it's worth making sacrifices if they result in preventing the Sixth Column Enemy—INFLATION—from bleeding our economy.

This message is one of a series on Inflation. It is brought to you by the life insurance companies and their agents in the interest of keeping America strong and protecting the purchasing power of the dollars of their 83 million policyholders.

You can help check Inflation by doing your part and by letting your representatives in Government know that you support every action they take to check Inflation.

Institute of Life Insurance 488 MADISON AVENUE, NEW YORK 22, N. Y.

allied arts

LEON FROMKESS, vice president Samuel Goldwyn Productions Inc., L. A., to Music Corp. of America Ltd., Beverly Hills (talent agency), as executive in TV department.

ANTRIM SHORT Agency, Hollywood (motion picture talent agency) announces opening of new television department and move to new quarters at 8743 Sunset Blvd. BOB PAYTON heads TV department; MERWIN SCHIRMER is associate. JIM MELZER is motion picture associate. Phones: Crestview 5-8340, 5-0626. Firm currently planning production of half-hour TV show featuring Ronnie Kemper, Jane Frazee, Dick Haynes. CARL CONNS will produce.

STU WAYNE, WPEN Philadelphia, has formed Stu Wayne Enterprises Inc., to handle series of packages he has been testing and is releasing for late summer and fall season. Firm is located at 2212 Walnut St., Phila.

PENN McLEOD & Assoc., Toronto, research organization, moved to new quarters in Bay & Gerrard Bldg. Telephone Plaza 4093.

ROBERT T. SEELYE, San Francisco sales representative Tele-Que, West Coast TV research firm, named vice president of corporation and regional manager, headquartered in San Francisco. Also named to new positions were ERNEST CLAY, director of statistics, to Vice President; ROGER COOPER, director of special research, to secretary of corporation; JOHN LANDRETH, associate professor U. of Nebraska, to treasurer and general manager of research firm.

JAMES W. LUCAS, director of new product development Associated Program Service, resigns, MAURICE B. MITCHELL, APS vice president and general manager, announced.

MARX LEVA, Assistant Secretary of Defense, received Certificate of Appreciation for civilian service on occasion of his resignation, effective May 1. Award was presented by Defense Secretary George C. Marshall for Mr. Leva's legal and legislative efforts in Dept. of Defense. Mr. Leva resigned to return to private law practice.

DONALD B. GATLING, acting chief, Div. of Investigation, Bureau of Anti-deceptive Practices, has received award for leadership in administering Federal Trade Commission's advertising study in radio, TV and other media fields. He was one of 23 FTC members to receive "incentive" award for "outstanding achievement."

WILLIAM B. LINDSEY, sales manager Universal Recorders, Hollywood, and HELEN ELIZABETH HAVENS, secretary to Lloyd Sigmon, vice president KMPC same city, announce their marriage.

S. W. CALDWELL Ltd., Toronto (transcribed program distributor), has sold 33 programs to CJRW Summerside, P.E.I., to augment station's increased airtime from 6 p.m. to midnight.

JACK SNADER, production assistant and office projectionist Snader Telescriptions Corp., Beverly Hills, inducted into Army.

CARTER S. KNIGHT, regional sales representative WFGM Fitchburg, Mass., to New England Housewares & Electrical Appliance Buyers Guide as advertising sales representative.

LOUIS G. COWAN will put another TV package on air shortly when WGN Chicago originates *Down You Go* for DuMont TV Network. Plan is to carry package Wednesday, 8 to 8:30 p.m. (CDT) as sustained until it is sold. Show will feature quiz panel playing variation of parlor game, Hang the Butcher.

Equipment . . .

PATRICK J. BRADY, chief industrial engineer Sylvania Radio & Tube Div. in Buffalo plant, named manager of Williamsport, Pa., Sylvania Electric Products Inc. plant.

THOMAS F. CONNOR, Army public relations adviser and former newspaper editor, named special assistant to CHARLES M. HULTER, general manager of the State Dept.'s international information program.

On All Accounts

(Continued from page 10)

have aired the most expensive local show. As a test for Elgin-American, to find out if radio could sell high-fashion, "visual" items, the agency bought Wayne King and his orchestra for a 13-week live series on WBBM Chicago. This was in 1946, and the merchandise *did* sell, Mr. Mann says.

Wine Corp. of America (Mogen David), reportedly was the first wine company to have a full TV show, *Can You Top This?* on ABC. The company will sponsor another on CBS-TV this fall. Additional broadcast accounts handled by Mr. Mann are Holeproof Hosiery, College Inn Food Products, Wyler & Co. (soup mixes), Associated Products (Five-Day deoderant), Fox Head Brewing Co., and Reid-Murdoch (Monarch foods), which buys the first quarter morning segment of Arthur Godfrey on CBS.

Mr. Mann took a leave from the agency for a year in 1942 when he joined the Army Air Corps as a first lieutenant in combat intelligence. He has been married nine years to the former Paula Jean, a stage and motion picture actress known as Jo Ann Carter whom he met in Chicago when she was playing in a Broadway show. They have two children, Richard, 7, and Jean Paula, who will be 3 in June. They live on Chicago's north side.

The agency executive likes to play tennis and golf, go deep-sea and bass fishing with his wife (two times a year) and vacation in Palm Springs and Canada. He still keeps enough hours free to see showfolk friends in Chicago, the West Coast and New York.

JOHN WARD DAWSON, in charge of equipment engineering for Stanford Research Institute, named chief engineer for Electronics Div., Sylvania Electric Products Inc., N. Y.

NATIONAL UNION RADIO Corp., Orange, N. J., announces new type N. U. 5857, secondary-emission, wide band amplifier tube having a transconductance of 25,000 micromhos designed for use at freqeuncies up to 20 megacyles.

TECHNICAL APPLIANCE Corp., Shelburne, N. Y., offering new engineering bulletin to trade covering application of Taco Special Twin-Driven Yagi antenna in overcoming problem of co-channel interference.

TELEVISION TRANSMITTER Div. of ALLEN B. DuMONT Labs Inc., Clifton, N. J., offering several new equipment bulletins to those interested in telecasting operations or plans. They describe in detail latest products of division, including operational features, engineering data, illustrations and diagrams of interest to station managers, engineers and planning personnel.

MILTON R. BENJAMIN, national sales manager Majestic Radio & Television (division of Wilcox-Gay Corp.), appointed vice president in charge of sales for Majestic and Wilcox-Gay products.

BERGEN WIRE ROPE Co., Lodi, N. J., maker of industrial cables, including twisted lead-in wires for TV; power cables for maritime construction, etc., purchased by REEVES SOUND-CRAFT Corp., N. Y. HAZARD E. REEVES, president of Reeves Soundcraft, said Bergen Co. would be operated as wholly-owned subsidiary.

H. B. FANCHER, assistant division engineer of commercial products for Commercial Equipment Div. General Electric, Syracuse, appointed division engineer.

HAROLD L. OLESEN, executive assistant Weston Electrical Instrument Corp., Newark, N. J., retires.

RAYTHEON Mfr. Co., Waltham, Mass., announces transfer of its New York and international sales offices to 19 Rector St., New York.

Technical . . .

HILLIS HOLT, engineering department WHAY New Britain, Conn., appointed chief engineer.

ALFRED ROLOFF, WAGA-TV Atlanta, to control-room crew WSB Atlanta. JAMES E. BOYD named transmitter engineer WSB-TV. RODRICK MORRISON named mike boom man WSB.

WOOD ROBINSON, transmitter engineer WSB Atlanta, father of daughter, Karen Virginia.

ANDY BROWNING, chief engineer WTAG Worcester, Mass., named publicity chairman for fifth annual meeting of North Atlantic region Institute of Radio Engineers.

CKLW with 50,000 watt power is hitting an audience of 17,000,000 people in a 5 state region. This mighty power, coupled with the LOWEST RATE OF ANY MAJOR STATION IN THIS REGION means that you get more for every dollar you spend in this area when you use CKLW—plan your schedule on CKLW now!

Adam J. Young, Jr., Inc.
National Rep.
•
J. E. Campeau
President
•
Guardian Building
Detroit 26

CKLW

WHAT A "SPOT" TO BE IN
WTTN
The Nation's Richest Farm Market
Survey average of 50.8% tuned every hour to good listening.
WTTN WATERTOWN, WISCONSIN

Respects

(Continued from page 56)

met a young lady by name of Norah Hicks, who had just finished a business course. It so happened the station relations department needed a secretary, and he hired Norah for one week. She remained a year, after which time Malcolm Neill and Norah Hicks were married and went househunting in Toronto's suburban areas.

At the CBC tall, tactful young Neill became acquainted with many of Canada's broadcast station owners and managers. It was his job to interpret and enforce CBC broadcast regulations under the Canadian Broadcasting Act, interpret network policies (the CBC controlled all networks in Canada), and be a liaison officer between the private stations and the CBC. During the war years he also had to supervise censorship regulations for both the CBC and the private stations. He served as assistant first to Horace Stovin, who resigned in 1940 to form his own station representation firm, and under Jack Radford, who resigned in 1947 to buy CJFR Brockville, Ont.

Called Home

In August 1945 Malcolm Neill received a long awaited call from his father to come home. The elder Neill felt that his sons could now handle the business, one to operate the hardware business, the other to handle CFNB while Stuart Neill, a past director of the Canadian Assn. of Broadcasters, would devote more time to travel and hunting. Malcolm Neill took over management of CFNB.

"CFNB is operated on a policy that we must actively support everything which builds the community," Mr. Neill explains. "Fredericton in itself is a small market and it is our purpose to do everything that we can to build it into a larger market. Since CFNB started operation, the population has increased from 8,000 to approximately 22,000, and although we of course cannot take full credit for this, we do feel that the tremendous amount of promotion we have broadcast on Fredericton as both a residential area and an ideal site for small industries, has played its part in building the community.

"One very concrete action which we effected in 1948 was the setting up, in conjunction with CFBC St. John, and CKCW Moncton, of Radio Press Limited, a news agency specializing in local and regional news. It seemed to me that the news field provided an excellent opportunity for CFNB to provide a valuable service to the community. Radio Press has far exceeded our expectations in this regard."

CFNB does a great deal of educational sustaining broadcasting as part of its community work, in view of the fact that the city is the capital of the province of New Brunswick and has the provincial university and various schools.

As background for his present post of chairman of the board of the CAB, Malcolm Neill has had considerable experience in the past few years. Locally he is president or director of a number of community organizations, and has been president of Radio Press Limited since its organization. Since 1947 he has been president of the Maritime Assn. of Broadcasters, which covers the stations in the provinces of New Brunswick, Nova Scotia, Prince Edward Island and Newfoundland. As president of the regional organization he has been a CAB director, and last year was president of the CAB. He was elected chairman of the board at the annual meeting of the CAB at Quebec on March 1.

The Neills have three children, Andrew, age 8, Eric 3 and Deborah born last summer. Mr. Neill belongs to the Fredericton Golf Club, Curling Club, Gun Club, and to the Headquarters New Brunswick Area Officers' Mess. He also belongs to Rotary, to the junior and senior chambers of Commerce and is secretary to local branch of the Canadian National Institute of the Blind. When he is not busy with his many outside activities, and CFNB, he likes to take pictures of his young family, look after his garden and go hunting and fishing.

KIRX
KIRKSVILLE, MO.
NEVER HEARD OF KIRKSVILLE?
You must be from New York!
But, 100,000 North Missourians hear of Kirksville every day, over KIRX! Check our rate card. It's advertising's best value!

FIRE BOARD CITES
KANS Gets Gold Medal

KANS Wichita, Kan., for the second straight year, won the National Board of Fire Underwriters' Gold Medal Award in radio, announced in New York last week.

WTVN(TV) Columbus, Ohio, received a special television award, the first such award given.

WJEF Grand Rapids, Mich., received a first honorable mention award in radio, and honor award citations were presented to WDSR Lake City, Fla., and KIRO Seattle.

Among newspapers honored were the *Commercial Appeal*, Memphis, Tenn. (WMC, WMC-FM, WMCT(TV)); *Twin City Sentinel*, Winston-Salem, N. C. (WSJS, WSJS-FM); and the *Gazette*, Alexandria, Va. (WPIK).

Judging the radio stations were Don Hollenbeck, CBS commentator and news analyst; Seymour Siegel, director, WNYC New York, and Henry Wehde, manager of the fire prevention campaign of the Advertising Council.

Defense Role

(Continued from page 40)

of civil defense instructions during and after air raids, but only under classified operating regulations prepared by the FCC. . . .

The mention of "classified operating regulations" presumably was in reference to FCC's emergency broadcast plan already unfolded to the industry [BROADCASTING • TELECASTING, April 23, 2].

Amateur radio operators also will make "an important contribution" to civil defense communications, the agency observed. Their knowledge can be used to augment such established services as police and fire.

State and local officials were asked to survey existing communication facilities and make arrangements for their emergency use, as well as provide for secondary systems.

According to present plans, FCDA hopes to get out a detailed technical manual sometime next month. The communications manual, delayed while FCC and the Defense Dept. crystalized broadcasters' participation and assignment of amateur radio frequencies, would serve as a followup to President Truman's blueprint for *United States Civil Defense* designating communications as the "nerve system" [BROADCASTING • TELECASTING, Sept. 25].

More than 1,200 leaders representing 250 organizations attended the two-day sessions devoted to the general theme that "there can be no real preparedness without civil defense" and that there can be no survival for the U. S. without public participation. Aside from President Truman and Gov. Warren other public officials attending were FCDA Administrator Millard F. Caldwell, Secretary of Labor Maurice Tobin, Vice President Alben Barkley, Reps. John W. McCormack (D-Mass.) and Sam Rayburn (D-Texas) and Secretary of Defense George C. Marshall.

Forum discussions ranged over a number of topics, including public affairs, communications, national organization, health and emergency welfare, operational services. Clem Randau, FCDA executive director, presided over a technical services forum.

Truman Warns

President Truman told the conference that "the threat of atomic warfare is one which we must face, no matter how much we dislike it." The lives of millions "may depend on the development of a strong civil defense" and the ability of the nation to avert an atomic war. Administrator Caldwell called for a program "co-equal with our military efforts" in the interest of national security. Civil defense may be a reality for 5, 10 or 20 years, he added. Gov. Warren stated "a partial program is no program" and "either we are prepared or we are unprepared."

Pick Up "Q" for
Sales In Your Pockets
1 THRIFTY COVERAGE
2 5 FOR 3 PRICE RATIO
3 COMPLETE MERCHANDISING SERVICE
4 IN THE SOUTH'S GREATEST MARKET
Get Sales On "Q" . . . Others Do!---
MR. Q
MUTUAL IN MEMPHIS...
WHB "Q" Gayoso Hotel Memphis, Tenn.
REPRESENTED by WEED

Open Mike

(Continued from page 20)

to stay for a long long time to come and that it will continue to give advertisers greater values as we go into the future.

Lynn L. Meyer
Vice President, Charge of Sales
Intermountain Network

* * *

EDITOR:

I have intended to drop you a note since spotting the ridiculous news letter in *Tide* magazine on April 6, with particular reference to George Duram, the ANA radio-TV chairman. Perhaps you have seen it, but I am referring specifically to his statement:

"When printed media hiked prices the buyer can generally see why—rising paper or printing costs, etc., but radio—" Mr. Duram said pointedly, *"air is free!"* . . .

Doesn't Mr. Duram know anything about increasing operating costs of a radio station, such as technical and engineering equipment, salaries, and no end of other items such as these?

Misleading statements such as these should be challenged!

Dainel C. Park, President
Indiana Broadcasters Assn.

[EDITOR'S NOTE: For amplification of Mr. Park's theme, see "On Reason and Emotion, an Editorial," in this publication April 30, page 24.]

No Joy in P.I.'s

EDITOR:

I was rather upset, on reading your article on "P. I. Flag Waving" on page 40 of your May 7 issue, to note that the last paragraph referred to Maxwell Sackheim & Co.

I am sending you herewith a copy of the letter which was sent to some 500 stations that do not have representatives.

The Joy Hosiery deal is a mail order item and, in inquiring if the station felt they could do a job, I indicated what our order cost should be in order to guide them in making a decision.

Please note that I ask what sort of schedule they would suggest our using and what the cost would be. Why this was construed as a P. I. deal, I do not know . . .

Rae B. Elbroch
Radio-TV Director
Maxwell Sackheim & Co. Inc.
New York

[EDITOR'S NOTE: The letter that was sent to stations follows: "Our client, the Joy Hosiery Mills, would like to try running their men's socks—five pairs for $2.00, with a year's guarantee—on your station. This is a copyrighted guarantee which accompanies each order of socks.

"I am enclosing copy herewith and will appreciate your letting me know if you feel your station could do a job. To guide you further, we should receive orders at 50¢.

"If you feel your station can do a job, I will appreciate your advising me by return mail as to what sort of schedule you would suggest our using, and what the cost would be . . ."

We regret that a legitimate campaign was mistaken for a P.I., but we cannot help gently chiding Miss Elbroch for wording the second paragraph of her letter to stations so that misinterpretation was possible.]

* * *

Oops!

EDITOR:

I would like to call your attention to a slight error in the story on the Alfred P. Sloan awards, page 31, May 7 issue of BROADCASTING • TELECASTING.

The C. W. Kelley Transport Co., Hutchinson, Kan. was cited for its *Kelley Safe-T Club*, aired on KWHK Hutchinson, Kan. (You had KWKH Shreveport La.)

You might mention too that last week KWHK was advised that we had also been awarded the National Safety Council's Public Interest Award for 1950 on the same program. . . .

Vern Minor
General Manager
KWHK Hutchinson, Kan.

* * *

More MacArthur

EDITOR:

We read with interest your recent write-up in the April 30 [issue] in which you described the radio and television coverage of General MacArthur's arrival and welcome in Chicago.

We'd like you to know that WSDR Sterling-Dixon was the only outside of Chicago station to carry a direct broadcast from Chicago on MacArthur's welcome. WSDR under the direction of Sam Bartlett, general manager and Johnny Rohwer, program director, sent three crews into Chicago and broadcast direct from the airport, a description of the parade from two different locations throughout the loop and General MacArthur's address from Soldiers Field at night. All these were handled by direct phone lines from Chicago to Sterling. This station employed a crew of 14 to handle the job. . . .

John E. Rohwer
Program Director
WSDR Sterling-Dixon, Ill.

* * *

Sandler, the Seer

EDITOR:

A few days ago the Associated Press carried an item on its sports wire giving the National Hockey League All-Star Team for 1950-51. They should have consulted our sports director and saved themselves a lot of trouble. On Jan. 26 our sports director, Jack Sandler, selected his All-Star team and when the official team was announced a few days ago he had picked the team man for man. . . .

Gaylord Avery
Sales-Program Director
KOWH Omaha

DEFENSE BUYING

Budget Provides Windfall

MANUFACTURERS of communications and electronics equipment for the armed forces can expect a windfall of military orders early this fall on the basis of the 1951-52 defense budget submitted to Congress by President Truman.

The $60-billion budget calls for an estimated $34.7 billion to be allocated for major electronics and other heavy equipment. No breakdown was given on the apportionment among ships, planes, tanks, artillery, trucks, ammunition, and guided missiles but authorities estimated that electronics and communication firms would receive about $3.4 billion—or roughly 10%—on the basis of past allocations.

President Truman stated that most of the funds in the budget would be spent for military equipment and supplies and for constructing bases and other facilities.

Electronics equipment (transmitters, radar, receivers, radio trainers, etc.) also figured in action on the fourth supplemental defense appropriation, passed by the House April 26 and sent to the Senate.

The U. S. Air Force made no request for procurement monies on the ground that "presently available funds will permit continued orderly procurement on a partial financing basis."

The U. S. Navy, however, said it has $532 million still available and seeks another $191 million "for communication, radar, and sonar equipments for the active forces and shore activities."

The Navy's Bureau of Ships was given $203,268,000 for "urgent procurement" and for maintenance with the notation that procurement be initiated as soon as possible.

N. C. State Meeting

NORTH CAROLINA Assn. of Broadcasters will hold its spring meeting at the Carolinian, Nags Head Beach, May 24-25. Scheduled speakers are: Carl Haverlin, BMI president; Richard P. Doherty, employe-employer relations director, NARTB, on wage stabilization and manpower problems; E. Z. Jones, on leave from WBBB Burlington and now State Civil Defense Director, on civil defense plans pertaining to radio; Earl Wynn, head of communications department of U. of North Carolina; Cecil Hoskins, general manager of WWNC Asheville, N. C., on the FCC emergency communications meeting; and Harold Essex, WSJS Winston-Salem, NARTB director.

"The Yanks are coming" over WINS right now—every day, at home and away.
That puts this station in the spotlight as the best spot buy—or any buy!
Let WINS go to bat for you, through spots or programs.
Whatever you have to sell, you can sell *more* at *lower* cost!
We'll be glad to give you the facts, and the figures.

Buy WINS... it Sells!

Call your WINS representative ... see him when he calls!

WINS 50KW New York

CROSLEY BROADCASTING CORPORATION

Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE"

Contact EDWARD PETRY CO

WBAL

MAY 14, 1951

TELECASTING

A Service of BROADCASTING Newsweekly

Dear Pop:

This is me, Mickey – and writing too. Yeah, I can write. I'm a pretty smart cat, if I do say so.

Anyway, Pop, I think you pulled a boner.

'member that memo from WOR-tv that you left on the desk at home?

Well, I read it. And I want to say that you're a dope to forget a piece of paper that says:

1. Audience-wise, WOR-tv, is the leading independent tv station in New York.

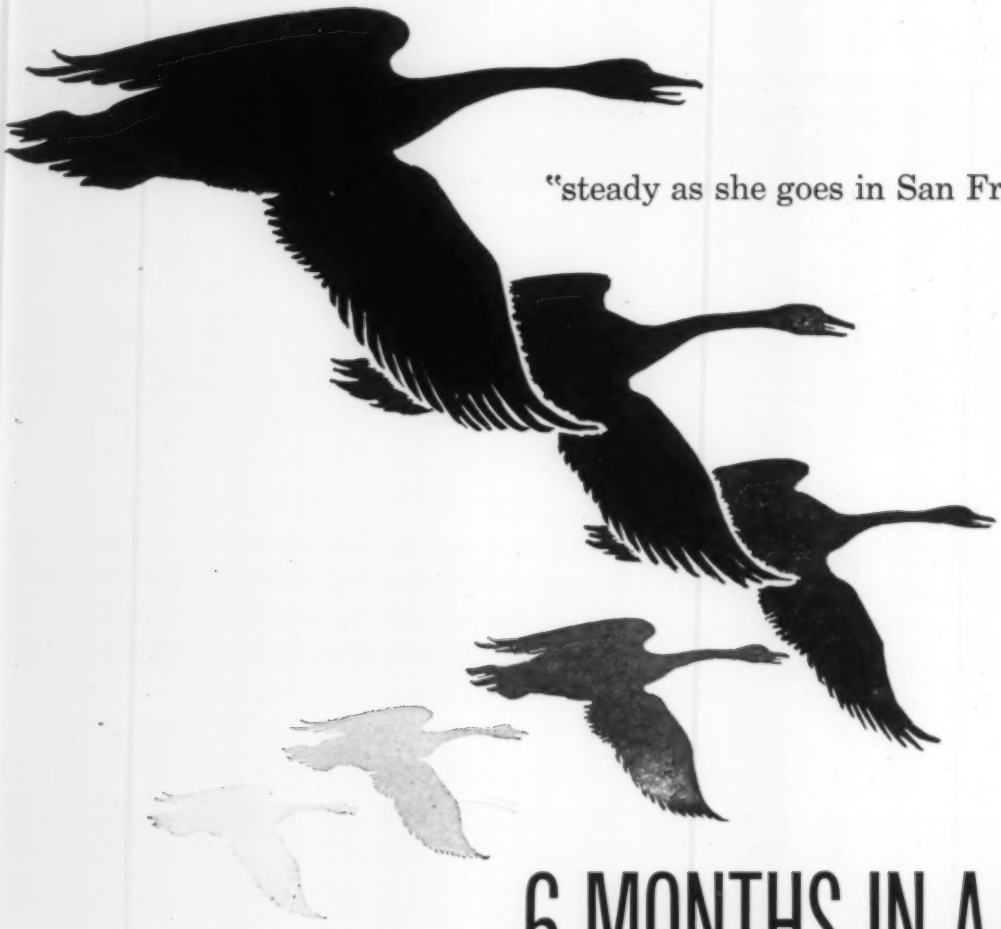
2. One mystery program on WOR-tv brings any sponsor 415,900 viewers at a lower cost-per-thousand than many of the "top" mystery shows on network stations.

3. Fifteen WOR-tv programs pull an audience of over ½ of a million viewers per broadcast.

I could go on, Pop – but the main thing is...read that memo over and help keep me in better style – and you, too – by making more money in recommending a real sales-making tv station to your clients.

As always,

Mickey



"steady as she goes in San Francisco"

6 MONTHS IN-A-ROW

(OCT., NOV., DEC.,'50—JAN., FEB., MAR.,'51)

PULSE reports San Francisco Bay area tele-viewing "steady as she goes"—

KRON-TV carried more once-a-week and multi-weekly programs with largest share of audience than the other two San Francisco stations combined . . .

HOW'S THAT FOR PROOF

KRON TV
SAN FRANCISCO CHRONICLE • NBC AFFILIATE
SELL MORE ON CHANNEL 4

PUTS MORE EYES ON SPOTS

Represented nationally by FREE & PETERS, INC. . . . New York, Chicago, Detroit, Atlanta, Fort Worth, Hollywood. KRON-TV offices and studios in the San Francisco Chronicle Bldg., 5th and Mission Sts., San Francisco

A Service of Broadcasting Newsweekly

TELECASTING

tional Press Bldg.
shington 4, D. C.

MAY 14, 1951

BROADCASTING • Telecasting
$7 annually, 25c weekly

BRIEFS FLOOD FCC

Further Delay in Hearings Possible

By LARRY CHRISTOPHER

PROSPECTS of several weeks' further delay in commencement of FCC's hearing on city-by-city allocation proposals—and consequent added delay in finalizing TV allocations and full lifting of the freeze—appeared last week following the deluge of some 700 formal comments at deadline Monday on the Commission's revised TV plan.

"We never dreamed there'd be so many," one FCC official commented in amazement.

So did the Commission clerical staff as it struggled through late Wednesday to clear the flood and get the briefs into the public docket so the press, lawyers and engineers could begin to examine them.

Even the "dry run" of comments on the 1949 proposal failed to fully prepare all concerned for last week's experience, observers agreed.

June 11 will probably be asking date for extension of the deadline for replies and counter-proposals, already once delayed and now set for May 22.

The June 11 date for commencement of the city-by-city allocation proposal hearing would be delayed to June 18, according to present proposals.

Late last week a joint request for such extensions was being considered among the Federal Communications Bar Assn., the Assn. of Federal Communications Consulting Engineers and NARTB-TV. Each was polling its constituency on the proposals and action is expected early this week.

An exhaustive city-by-city hearing—lasting two to possibly nine months—was seen in various quarters last week as commercial broadcasters and organized education set their teeth for what is generally considered the final grinding out of a last opportunity to enter TV broadcasting.

Partial Freeze Lift?

What action FCC may take in the meantime on its proposal for partial lifting of the freeze remained open conjecture by the end of the week. Few comments on the subject were received, and they were mixed.

Highlights among the vast array of comments on FCC's revised TV plan, issued in late March [BROADCASTING • TELECASTING, March 26 et seq.], included:

● Majority approval was expressed on broad engineering and allocation policies contained in Commission's "third notice" of proposed allocations, except on issue of reservation of channels for noncommercial educational stations.

● Most briefs filed dealt only with juggling channels from here to there; minority addressed themselves to "general" issues.

● Legality of educational reservation was vigorously challenged by NARTB-TV and handful of commercial broadcasters. Legality also was questioned by a few educational interests.

● Lawfulness of pre-determined allocation to specific cities by rule-making procedure was challenged by FCBA and a few broadcasters, with oral argument on issue asked prior to city-by-city hearing. Such hearing would be rendered "moot" if FCBA's position prevailed. NARTB-TV, however, supported fixed allocation.

● Alternative to fixed allocation suggested by FCBA and others is to use plan only as informal "guide" as in AM.

● First commercial broadcaster to go on record and challenge educational reservation was Fred A. Knorr (WKMH Dearborn, Mich.), whose detailed brief also questioned fixed allocation.

● Education's well-organized bid for reservation was spearheaded by now permanent Joint Committee on Educational Television. Backed by funds from Ford Foundation's half-billion dollar kitty, JCET "coordinated" filing of more than 200 educational comments, prompted additional individual briefs.

● JCET plans extensive presentation for each city "reserved" to education in allocation proposal, plus others desired so reserved.

● "Bulk package" from U. S. Conference of Mayors, rounding up support from cities coast-to-coast, was among those jumping on education bandwagon.

● Few schools suggested "partial commercializing" of educational channels to defray costs, while scattered others don't want noncommercial reservation and prefer to compete for full commercial facilities.

● State-wide educational network of 11 outlets—costing $3.5 million just to build—is already underway by New York State board of regents (see story page 75).

● RCA-NBC urged prompt, full lifting of freeze in those areas where no issue is raised by comments. Opening of UHF seen as "constructive step" to full TV development, but still other channels requested if possible.

● Sen. Edwin C. Johnson (D-Col.) personally filed in behalf of Denver's allocation plight, asked more VHF channels from other parts of state or also Wyoming and Nebraska.

● Switching of all commercial TV to UHF, leaving education entirely in VHF, posed as one remedy for allocation headache by Attorney Arthur Scharfeld in behalf of several stations.

NARTB's Television Board, filing through Thad H. Brown, its coun-

(Continued on page 90)

TV at the Stretch . . . . . AN EDITORIAL

IT WILL TAKE days to analyze, dissect and collate the some 700 separate pleadings which inundated the FCC at deadline last week for comments on the Third Report covering TV allocations.

Even a cursory perusal, however, shows:

1. That the political grab is on, under the guise of "reservations for education."

2. That the majority of legitimate applicants wants a prompt thawing of the freeze.

3. That, aside from the unanimous opposition to the educational grab, the land-rush will be for VHF in the larger markets, through proposed shifts in proposed assignments.

Whether the FCC will be able to carry through with its avowed plan to stick to the fundamental frame-work of the allocations in the face of this plethora of proposals is too early to foretell. Obvious errors and inequities in its original plan certainly will be remedied. But if it goes far beyond, it is evident that the whole allocations scheme goes to pot, and a fresh start and new delays will be entailed.

The Joint Committee on Educational Television, feeling its oats after snagging a $90,000 windfall from the half-billion dollar Ford Foundation (which certainly had a fast, high-pressure sell) processed more than 200 prefabricated pleadings from colleges and school systems. Weight, bulk and volume won't delude the FCC majority.

Nor did the Hennock harangue on sweetness and light via so-called educational television (controlled by the politically elected mayors or school boards) deter other educational institutions, like Loyola of New Orleans, or St. Thomas of Minnesota, from entering the front door and seeking commercial status on a parity with other applicants.

The fallacy of the whole so-called educational "reservation" approach can be seen in the project of the Board of Regents of New York to seek from the state legislature several million to build 11 stations—two of them in New York. Aside from the obvious political implications, there is the small matter of the law. Two stations in New York City violate the duopoly regulation. More than five stations — wherever located — violate the FCC rules. One member of the board of regents, in passing, observed it might be desirable to sell time to defray expenses. Just a little bit pregnant?

There are a thousand-and-one panaceas offered the FCC in the snow-storm of comments. There are more than implied threats of litigation, which could thwart thawing of any phase of the freeze for the forseeable future.

It seems to us the FCC has two MUST moves: (1) throw out the educational reservations in their entirety and let the educators come forward on the same footing as all other applicants in competitive quests for facilities; (2) to correct obvious errors in its proposed Third Report, narrow separations where engineeringly feasible to provide additional VHF opportunities.

Then lift the freeze promptly, and let the full force of free competition in the American Way take its course.

Comments on Proposed Allocations

SYNOPSES of all available formal comments filed at deadline last Monday on FCC's further revision of its national television reallocation plan are included in this list. The listing confines itself to Appendix C of the Commission's "third notice," i.e., proposals to switch channels from one area to another to effect a better allocation. Comments on general issues are included in the roundup story, page 73. Additional education comments not available early in the week are to be found in the list beginning at the bottom of this page.

ALABAMA

Birmingham—WBRC-TV. Consents to switch from Ch. 4 to 6.

Birmingham—WJLM. Add Ch. 7.

Birmingham—WVOK. Add Ch. 7; recommends changing channels in Meridian, Miss.; West Point, Miss.

Montgomery—Deep South Bcstg. Co. (AM permittee). Add Ch. 3; would affect Meridian and Biloxi, Miss., Pensacola, Fla.

Montgomery—State of Alabama Dept. of Education. Favors reservation.

Tuscaloosa—WTBC. Requests allocation from State College, Miss., to Tuscaloosa and allocation of Ch. 4 to State College.

Tuscoloosa—Favor reservation: Tuscaloosa County Board of Education, Tuscaloosa City Schools.

University—U. of Alabama. Favors reservation.

ARKANSAS

Fort Smith—KFSA. Add Ch. 8; change of Ch. 8 to 11 in Muskogee, Okla.

Little Rock—Mayor Ross Lawhon. Supports reservation.

Mena—KENA. Informal bid for channel allocation.

CALIFORNIA

Bakersfield—KERO. Add Ch. 8.

Fresno—KFRE, KRFM. Add Ch. 3. Affects Visalia, Calif.

Fresno—KMJ. Add Ch. 5, 7 and 9. Affects Goldfield, Tonopah and Las Vegas, Nev.

Fresno—City Schools. Supports UHF reservation; prefers VHF.

Los Angeles—KECA-TV (ABC). Although supporting Ch. 8 at San Diego asks right to increase power beyond maximum adjacent-channel limits proposed. Delete Chs. 7 and 9 in Mexicali. Delete Ch. 6 from Tijuana and add to Mexicali or delete Ch. 12 at Tijuana and assign Chs. 7 and 9 to Yuma, Ariz., in lieu Chs. 11 and 13. Add Ch. 15 to Tijuana and Ch. 29 to Mexicali.

Los Angeles—Occidental College. Supports reservation. U. of So. Calif. regrets UHF reservation in lieu VHF.

Monterey—Monterey Radio-Television Co. (applicant to purchase KMBY). Supports allocation.

Monterey—Steven A. Cisler (AM applicant). Supports allocation.

Oakland—KLX. Add Ch. 13 to San Francisco-Oakland; change Ch. 13 at Stockton to Ch. 3; substitute Ch. 2 at Visalia for Ch. 3; substitute Ch. 4 at Reno for Ch. 3.

Oakland—KROW. Four plans of reallocation submitted for area.

Port Chicago—KECC Pittsburg. Add Ch. 15.

Sacramento—KCRA. Plan 1: Add Ch. 3 reallocate either Ch. 2 or 4 to Reno in lieu Ch. 3. This would allow added VHF at Reno. Plan 2: Add Ch. 8 at Sacramento, reallocate either Chs. 19, 58 or 64 in Monterey, Calif., in lieu Ch. 8; reallocate Ch. 11 in Reno in lieu Ch. 8.

Sacramento—KFBK. Add Ch. 3; affects Reno, Nev.

Sacramento—KROY, KCRA. Add Ch. 3, affecting Reno, Nev., or Ch. 8, affecting Reno, Nev., and Monterey, Calif.

Salinas—KSBW. Switch Ch. 8 from Monterey to Salinas, Ch. 28 from Salinas to Monterey.

San Diego—KCBQ. Add Ch. 6 or 12.

San Diego—KFSD. Opposes removal of Ch. 6 to Tijuana, Mex. Asks: San Diego Chs. 3 (6 or 12), 8, 10, 21, 27 and 33; Tijuana (6 or 12), 39, 45, 51, 57, 63.

San Diego—Charles E. Salik. Add either Ch. 6 or 12.

San Diego—Television Bcstg. Co. Delete Ch. 27 and Ch. 33 from San Diego and add to Tijuana. Delate Ch. 12 from Tijuana and add to San Diego. Add Ch. 15 to San Diego.

San Diego—Board of Education. Supports reservation. Requests transfer of one commercial allocation from Tijuana to San Diego.

San Francisco—CBS. Four alternate plans to add either Ch. 11 or Ch. 13, or both, affecting Stockton, San Jose, Madera, Salinas, Sacramento and Reno.

San Francisco-Oakland — Television California Inc. Add Ch. 13, delete Ch. 3 and add Ch. 4 in Reno; delete Ch. 6 and add Ch. 3 in Sacramento; delete Ch. 13 and add Ch. 6 to Stockton, Calif.

San Francisco and Los Angeles—U. of California. Supports reservation.

San Jose—Standard Radio & TV Co. Add Ch. 11.

Santa Barbara—KIST. Add Ch. 8.

Stockton—City Council. Favors reservation.

COLORADO

Denver—Sen. Edwin C. Johnson (D-Col.) Add Ch. 9; remove reservation Ch. 6; reserve Ch. 26; delete Ch. 9 (reserved) at Boulder, substitute Ch. 22 and reserve. Two alternate proposals affecting Colorado Springs, Cheyenne, Wyo., Rawlins, Wyo., Alliance, Neb.

Durango—KIUP. Add Ch. 6.

Montrose—KUBC. Favors allocation.

CONNECTICUT

Hartford—WTIC. Add Chs. 3, 81 or 83; remove Ch. 3 from New London, Conn., substituting Ch. 22 there, removing Ch. 2 from Providence; or substitute Ch. 81 or 83 at New London. Two alternate plans affecting New London, Providence, Montpelier, Vt., Lewiston, Me.

Hartford—WTHT. Add Ch. 3, 59, 81, affecting New Haven, New London, Conn.; Montpelier, Vt., and Lewiston, Me.

New Haven—WELI. Supports allocation.

New Haven—WNHC-TV Consents to shift from Ch. 6 to 8 but cites estimated expense of $160,000.

New London—WNLC Supports allocation.

DELAWARE

Wilmington—WDEL-TV. Supports reassignment from Ch. 7 to Ch. 12.

FLORIDA

Fort Lauderdale—WFTL. Add Ch. 9, affecting Miami, West Palm Beach and Fort Myers.

Gainesville—WRUF. Change Ch. 5 from educational to commercial.

Jacksonville—WJAX. Add Ch. 2. Substitute Ch. 11 for Ch. 2 at Daytona Beach, Ch. 6 for Ch. 2 at Tallahassee, Ch. 3 for Ch. 6 at Thomasville, Ga.

Jacksonville—WPDQ. Add Ch. 10; eliminate educational reservation for Ch. 7.

Miami—WGBS. Submits three alternate allocation plans to give more channels to Miami; affects West Palm Beach, Fort Myers, Fort Pierce.

Miami — WIOD. Three alternative plans suggested to give city five channels. Affects Tampa-St. Petersburg, Jacksonville, West Palm Beach, Orlando, Daytona Beach and Fort Myers.

Miami—WQAM. Add Chs. 9, 11 and 13, in lieu of Chs. 7 and 10; also add Chs. 27 and 33; affects West Palm Beach and Fort Myers.

Miami—Support reservation: City of Miami Office of Mayor; Dade County Board of Public Instruction; U. of Miami.

Miami Beach—WKAT. Add VHF channel. Would affect UHF and VHF allocations in 12 other cities.

Orlando—WORZ. Add Ch. 2, substitute Ch. 11 for Ch. 2 at Daytona Beach.

Tampa—WDAE. Remove Ch. 3 reservation.

Tampa—WFLA. Remove Ch. 3 reservation.

GEORGIA

Atlanta—WAGA-TV. Supports allocation.

Atlanta—WGST. Add Ch. 7.

Atlanta—WSB-TV. Supports allocation. Consents to change from Ch. 8 to 11.

Atlanta—City Council. Supports reservation.

Athens—WRFC. Add Ch. 11, substituting Ch. 7 for 11 at Atlanta; allocate Ch. 8 for commercial use and Ch. 60 for education.

Athens—U. of Georgia. Supports reservation.

Columbus—WDAK. Add Ch. 8.

Macon—WMAZ, WBML. Add Ch. 7.

IDAHO

Boise—KDSH. Change reservation from Ch. 4 to 7 or 9.

Boise — KIDO. Change reservation from Ch. 4 to Ch. 9.

Boise—Common Council. Supports reservation.

ILLINOIS

Carbondale—Southern Illinois U. Add and reserve Ch. 10. Switch Ch. 6 from Indianapolis to Terre Haute; Ch. 10 from Terre Haute to Louisville; Ch. 11 from Louisville to Bloomington, Ind.; switch channels assigned to Paducah, Ky., and Cape Girardeau, Mo., allocating Ch. 12 to Paducah and Ch. 6 to Cape Girardeau.

Champaign—WDWS. Waive mileage separation and add Ch. 3.

Chicago—CBS. Three alternate plans to add Ch. 13, affecting Rockford, Urbana and Bloomington, Ill., Indianapolis, Muncie and Connorsville, Ind., Milwaukee and Green Bay, Wis.

Moline—WQUA. Add Ch. 10.

Peoria—WEEK. Shift Ch. 12 from Urbana, to Peoria, Ch. 12 from Kirksville, Mo., to Brookfield, Mo.

Peoria—WMBD. Add Ch. 12, affecting Centralia, Springfield and Urbana, Ill.; Cedar Rapids and Iowa City, Ia.; Kirksville, Mo.

Peoria—Illinois State Normal U., Normal, Ill. Supports reservation.

Rockford—City Council. Supports reservation.

Springfield—Chamber of Commerce. Supports reservation.

Urbana—U. of Illinois (WILL). Supports reservation.

INDIANA

Bloomington—WTTV. Consents to change from Ch. 10 to Ch. 4.

Evansville—WIKY. Supports allocation and reservation.

Evansville—Evansville College. Supports reservation.

Fort Wayne—Indiana Technical College. Add and reserve Ch. 5.

Gary—WWCA. Delete Ch. 11 in Chicago, add in Gary.

Gary—Public Schools. Asks reservation. Wants Chicago Ch. 44, or one of the flexibility channels; or Ch. 50, allocated for commercial use, for reservation.

Indianapolis—WIBC. Add Ch. 4, affecting Bloomington, Terre Haute, Vincennes, Logansport, Ind.; Lincoln, Olney, Ill.; Findlay, Ohio. Oppose reservation.

Indianapolis—WIRE. Asks deletion of Ch. 13 reservation.

Indianapolis—WISH. Opposes reservation Ch. 13.

Indianapolis—WXLW. Opposes Ch. 13 reservation. Add Ch. 38 or flexibility channel.

Indianapolis—Wm. H. Block Co. Add Ch. 10, deleting from Terre Haute and substituting Ch. 41.

Logansport—WSAL. Add Ch. 10 affecting Terre Haute.

Muncie—Ball State Teachers College. Reserve either Ch. 49 or 55 or allocate another reserved channel.

Terre Haute—Indiana State Teachers College. Supports reservation.

IOWA

Ames—WOI-TV (Iowa A and M). Consents to shift from Ch. 4 to 5.

Cedar Rapids—KCRG. Requests Ch. 12 added Cedar Rapids; Ch. 35 for Chariton, Iowa; Ch. 3 substituted for Ch. 12 at Mason City, Iowa; Ch. 41 for Ch. 12 at Kirksville, Mo.; Ch. 47 for Trenton, Mo.; Ch. 46 for Reedsburg, Wis.

Cedar Rapids—Independent School District. Supports reservation.

Davenport—KSTT. Add Ch. 2 to nearby Antalissa. Delete Ch. 2 and its reservation at Iowa City. Add Ch. 11 and reserve at Iowa City, removing from Des Moines.

Davenport — WOC-TV. Consent to switch from Ch. 5 to 6.

Davenport—Support reservation: Mayor, City Council; Rock Island (Ill.) Public Schools; Moline (Ill.) Public Schools; Marycrest College; Immaculate Conception Academy; Moline Assn. of Commerce; St. Ambrose Academy.

Des Moines—KIOA Add Ch. 4, eliminate reservation for Ch. 11.

Des Moines—KRNT, KSO. Delete reservation of Ch. 11. Add reservation to Ch. 5 at Ames (WOI-TV).

Des Moines—WHO. Add Ch. 11 for commercial use. Ch. 5 to Ames, Ia., for educational station (WOI-TV).

Des Moines—Support reservation: City Council; Public Schools; Meredith Pub. Co.; Adult Education Council.

Dubuque—KDTH. Add Chs. 5 and 11 with power limitations.

Fort Dodge—KVFD. Add Ch. 4, affecting Sioux City, Ia.; Vermillion, Mitchell, S. D.

Iowa City — Iowa Wesleyan College supports reservation.

Iowa City—State U. of Iowa (WSUI)

(Continued on page 89)

Additional TV Comments

FURTHER comments in support of noncommercial, educational channel reservations as proposed by the FCC, are tabulated here. These are in addition to those obtainable earlier at the Commission last week and which are reported in the tabulation above along with commercial broadcasters' comments.

Alabama

Mobile—Public Schools.

Arkansas

Fayetteville—U. of Arkansas.

Arizona

Phoenix—Phoenix College. Tucson—U. of Arizona.

California

Berkeley—U. of California. Los Angeles—College of Medical Evangelists; Mount St. Mary's College; Los Angeles State College of Applied Arts & Sciences and Los Angeles City College; Champan College. Sacramento—Sacramento City Unified School District. San Bernardino—San Bernardino Valley College; City Schools. San Diego—San Diego Unified School District. San Francisco—Cogswell Polytechnical College.

Colorado

Boulder—U. of Colorado. Pueblo—Pueblo Junior College.

Connecticut

Hartford—State Department of Education. Storrs—U. of Connecticut.

Delaware

Wilmington—Public Schools.

District of Columbia

Washington—George Washington U.; American U.; Archdiocese of Washington; Howard U.

Florida

Jacksonville—Duval County Board of Public Instruction. Tallahassee—Florida State U. West Palm Beach—Board of Public Instruction of Palm Beach County.

Georgia

Atlanta—Public School System. Macon—Wesleyan College.

Idaho

Moscow—U. of Idaho.

Illinois

Chicago—U. of Chicago; Chicago

(Continued on page 105)

EDUCATIONAL NETWORK

N. Y. Proposal Seeks 11 Stations

AN AMBITIOUS educational television program envisioning construction of a New York state-wide network of 11 stations at an initial cost of approximately $3.5 million was outlined to FCC last week by the Board of Regents of the U. of the State of New York.

The board announced it "proposes to undertake the construction of non-commercial educational television stations in each of the population centers of the state," and will include in its next budget (a request for) the funds necessary for the construction of the television stations."

The regents' plan calls for the board to underwrite construction costs "on behalf of all of the educational and cultural institutions in the state," and to bear the technical operating costs, with program expenses carried largely "by the institutions participating in the programming plans," plus perhaps some state aid.

Board to Direct

Programming would be apportioned among the institutions under the board's supervision, which included 126 for higher education, more than 7,000 secondary and elementary schools, 640 libraries, 60 museums, and 140 historical societies as of 1949-50. The board would coordinate programming.

Spokesmen for educational interests felt FCC's five-station limit on common ownership of television stations would not be applicable in the non-commercial field. They pointed out that FCC has indicated the eligibility rules will be similar to those in non-commercial FM, implying the question of multiple ownership is not in issue.

The board asked FCC to make sure in drawing up its eligibility rules that "full provision" be made for "the unique character and organization" of the New York educational system and for the regents' plan "to make full use of television broadcasting as an integral and important part of that educational system."

The U. of the State of New York includes "all secondary and higher educational institutions which are now or may hereafter be incorporated in this state, and such other libraries, museums, institutions, schools, organizations and agencies for education as may be admitted to or incorporated by the university."

The 13-man Board of Regents is the constitutional head of the State Education Dept.

Cities where the regents propose to establish TV stations are New York (two) and Buffalo, Rochester, Albany - Schenectady - Troy, Binghamton, Ithaca, Syracuse, Utica-Rome, Malone, and Poughkeepsie (one each).

This would take some changes in FCC's proposed channel allocations, in which connection the board's statement was filed.

To permit "the earliest experimentation and development of non-commercial educational television," the board asked FCC to allot educational TV VHF Channel 7 in Buffalo and 10 in Rochester, instead of UHF Channels 23 and 21, which are set aside for educational groups in FCC's proposals.

These, FCC was told, "are the only two large metropolitan areas in the state which now have VHF television and in which VHF channels are still available," and accordingly the only ones which have enough TV sets to permit early non-commercial educational experimentation, the board said.

The board also asked FCC to reserve either UHF channel 19 or 31 in New York City, in addition to the proposed reservation of No. 25.

"New York contains one of the greatest concentrations of sources of educational programming in the world," the regents said. They contended one station "will be inadequate to provide the programming that a systematized state-wide educational program by television will ultimately demand from the sources available in that city, and at the same time provide the educational programming to satisfy the important but special needs of the city itself."

The board also requested that the only channels proposed for Malone and Poughkeepsie—UHF 20 and 21, respectively—be earmarked for educational interests. Stations are needed in these cities to get fuller coverage of the educational

(Continued on page 87)

UHF Transmitter

FRED WEBER, executive vice president and general manager, WFPG Atlanta City, disclosed last week that the station has placed the first order for RCA's new commercial type TTU-1B UHF transmitter since it was announced at the NARTB convention. In addition to the 1 kw UHF transmitter, WFPG has ordered complete antenna and monitoring RCA equipment and is preparing to go ahead with telecasting as soon as FCC approval for the new service is given.

FALL LINEUP

Networks Map Sat. Night Plans

By FLORENCE SMALL

IN A SPECIAL up-to-deadline survey of fall television programming plans of all four television networks, BROADCASTING • TELECASTING was able to piece together the proposed composition of the important Saturday night lineups as they appear on the networks' drafting boards.

At NBC-TV, the current plan is to drop the *Jack Carter Show*, currently on from 8-9 p.m., and to advance *Your Show of Shows*, featuring Sid Caesar and Imogene Coca into the 8-9:30 p.m. time spot. This would be followed by an *All Star Comedy Show* which would be another version of the Wednesday night *Four Star Revue*, currently featuring four alternating comics.

The specific format, talent and sponsorship of the Saturday all-starrer is still undetermined, due in part to the fact that the present sponsors of the Wednesday night show, Motorola, Norge, and Pet Milk, have not yet made their definite fall decisions.

It is thought, however, that their present Wednesday time, 8-9 p.m., will be released to the *Kate Smith Show*.

The 10:30-11 p.m. period will continue to be sponsored by American Tobacco Co., with *Your Hit Parade;* and earlier in the evening, 7-7:30 p.m., the *Victor Borge Show* is also expected to stay as at present.

On CBS-TV Saturday nights, the 7-7:30 p.m. period becomes available, with the *Sam Levenson Show*, sponsored by Tintair, moving to Tuesday, 9-9:30 p.m. It will replace the Camel show with Vaughn Monroe, which is dropping the time. It is understood that at least one agency, BBDO, New York, is considering putting a comedy show in the vacated Levenson spot.

The 7:30-8 p.m. period on Columbia will continue to be sponsored by Sylvania Electric with *Beat the Clock*, followed by the Anheuser-Busch *Ken Murray Show*, 8-9 p.m. The 9-10 p.m. slot currently filled by Bulova with Frank Sinatra will be dropped and Pepsi-Cola will take over the first half-hour with its Faye Emerson show. The American Safety Razor Co., moving from its present Thursday, 8:30-9 p.m. time, will absorb the last half hour.

Carter Sponsors

Sing It Again will follow at 10 p.m. with the Carter Co. sponsoring the first half-hour and Sterling Drug purchasing the latter segment of this hour-long program.

At ABC, General Mills will continue sponsoring of the 7:30-8 p.m. spot on Saturday night. The following hour, 8-9 p.m., will be sponsored by Nash-Kelvinator [BROADCASTING • TELECASTING, April 30] with the *Paul Whiteman TV Teen Club* program.

At DuMont, Crawford Clothes is understood to be considering sponsorship of *They Stand Accused*, Saturday, 9-10 p.m. The 10 p.m. until closing time will continue to be filled with professional wrestling from Chicago on co-op basis.

In addition to the Saturday lineup at CBS-TV, the network is assured of approximately 36 renewals on programs for the fall, with four shows as yet undecided and five cancellations. The latter are the aforementioned Camels' Vaughn Monroe show, Bulova's Frank Sinatra show, Nash-Kelvinator's *Star of Family*, Masland's *At Home Show* and the *Bigelow Theatre*.

Programs as yet undecided for CBS-TV fall renewals are: Block Drug's *Danger*, Ford Motor Co.'s *Ford Theatre* and General Electric's *Fred Waring Show*, and Toni's and Pillsbury's continuation of the first half-hour of *Arthur Godfrey & His Friends*. One new firm order, however, is expected to be announced by the network early this week for the Tuesday, 8-9 p.m. period.

These facts also were known about the somewhat indecisive summer programming plans. Lehn & Fink will sponsor part of the *Doodles Weaver Show*, scheduled to take over the 10-10:30 p.m. period Saturday nights on NBC-TV. The network had originally planned to put Ben Blue in the hour preceding the *Doodles Weaver Show*, but as yet no sponsor has signed and it is understood to be considered too expensive to run as a summer sustaining show. Instead the network currently is planning to run a western film from 8-9 p.m., and carry a hayride program format originating in Cincinnati from 9-10 p.m., on a co-op basis.

VISITORS to the set of Five Star Productions, Hollywood, during filming of TV commercials for Ralston Purina Co. (Rice Chex) for ABC-TV *Ralston Family*, are Rudy Czufin (l), art director, and Thelma Lison (r), home economist of Gardner Adv. Co., St. Louis. Smiling young man in center is Michael Smooke, star of commercials; Harry McMahan, head of Five Star, looks on.

NEW GRID PLAN

Half-Game TV Urged

NEW approach to the controversy over live telecasts of college football games developed Thursday as WWJ-TV Detroit announced a plan to carry only the second half of games, with no restrictions on sponsorship.

Disclosure of the WWJ-TV idea came as the Dept. of Justice was examining for antitrust angles a scheme submitted last month by National Collegiate Athletic Assn. That plan [BROADCASTING • TELECASTING, April 23] would permit only one game in an area on any given Saturday, with at least one Saturday blackout.

Harry Bannister, general manager of WWJ-TV, indicated the plan had been submitted to Fritz Crisler, U. of Michigan athletic director, receiving endorsement of the Big Ten committee. The Big Ten group, in turn will present the project to NCAA's Television Committee in New York for possible national adoption.

Willard E. Walbridge, WWJ-TV general manager, is to join the Big Ten group in submitting the proposal to the collegiate organization.

WWJ-TV proposal would pick up the games during the pageantry at half-time. This is designed to meet the major argument of NCAA that telecasting of games hurts attendance. Payment for sponsorship rights, it is understood, would serve as compensation for any seats not sold. In the case of U. of Michigan, these rights would run over $50,000 for a season.

The WWJ-TV announcement came, also, as growing restiveness was apparent among colleges themselves over the NCAA's proposal. Already talk has been heard that a number of major institutions, including U. of Pennsylvania and Notre Dame, are unhappy about the NCAA restrictions. Campus rumblings include talk of a break with NCAA by some colleges who fail to accept the NCAA premise that TV is ruining attendance.

Justice Dept. Watches

The Dept. of Justice is known to be concerned lest a wave of public indignation arise if the NCAA is able to control all its members. Football telecasts proved one of TV's most powerful attractions last fall, and with circulation much higher next autumn the Department is studying the antitrust angles of the situation.

First there is the possible restraint of trade involved in NCAA serving as a clearing house in charge of member-college scheduling. Secondly, of course, is the touchy matter of dismissing a college from membership for violation of the arbitrary plan.

If TV is denied equality of access to college games comparable to that afforded other media, the antitrust angle will receive attention, it is believed.

No comment on the WWJ-TV plan could be obtained at NARTB. The association's TV organization adopted a resolution at the Chicago convention last month resolving to work on behalf of freedom of contract negotiation in college football telecasts. The convention also favored passage of legislation (HR 3224) providing telecast of West Point and Annapolis games, since they are tax-supported institutions.

Legislation requiring Ohio State U. to ask competing schools for permission to put OSU games on TV was passed last week by the Ohio House of Representatives. Vote was 93-17. The bill now goes to the Senate.

NCAA's Television Committee adopted its plan at an April 18-19 meeting held in Washington. Chairman is Tom Hamilton, U. of Pittsburgh athletic director. The plan consists of a moratorium on live telecasts during an experimental period ending Nov. 24, carrying these limitations:

Only one game would be telecast in any one area on any given Saturday; no team would be seen more than twice, once at home and once when it plays away from home; on at least one Saturday a blackout may be imposed and no games may be telecast in a particular area.

'SUPERMAN' DEAL

Flamingo Gets Rights

ACQUISITION of exclusive TV rights to *Superman* for 31 years, at a cost of more than $30 million, was reported last week by Flamingo Films, New York, in an agreement with National Comics Publications, Publisher of *Superman* comics.

Flamingo, syndicator of films for TV, said the project will consist primarily of filming self-contained half-hour TV programs at the rate of 52 shows a year until 1952. The company reported that Robert Maxwell, of Maxwell-Carlin Productions, currently is in California to set up a separate company to produce the *Superman* series and is negotiating to shoot the films at the Sam Goldwyn Studios.

In addition to those programs, which will use live actors, the agreement also gives Flamingo the right to series of *Superman* animated cartoons already produced. These will be released for TV starting this month, Flamingo asserted, reporting the first release will be made on KTLA (TV) Los Angeles. Arrangements were made by Joseph Harris, board chairman, and Sy Weintraub, president, Flamingo, and Harry Donenfeld, head of National Comics.

ASCAP LICENSES

Industry Committee Gives Opinions

ALL INDUSTRY TV Per Program Committee has sent all video station operators copies of an opinion letter of the ASCAP licenses for television, prepared by Simon H. Rifkind and Stuart Sprague of committee counsel. Opinion highlights include:

Difference in duration of per program license (expiring Dec. 31, 1951) and blanket license (expiring Dec. 31, 1953) is such as "to withhold from the local station the 'genuine economic choice' provided for" in the consent decree entered against ASCAP on March 14, 1950.

Discrepancy between proposed rates of the two licenses "is so sharp that it, in our opinion, destroys the freedom of choice the decree prescribes."

Failure of ASCAP to provide for a reduced rate for incidental music in the proposed TV per program license, such as the one-quarter base rate charge for incidental music in the AM per program license, "would appear to be in conflict" with the mandate of the decree against discrimination in fixing fees for various types of licenses.

Proposed basing of per program fees on card rate as published in *Standard Rate & Data*, which does not reflect quantity or frequency discounts nor local rates lower than the national ones in *Standard Rate & Data*, violates the decree's provision that "the local station pay a fee based on moneys actually received by it for the use of its television broadcasting facilities. Bad debts, discounts, etc., are subject to adjustment in AM per program license agreements but not in the proposed TV forms, an "omission which not only produces discrimination between various types of licenses but also results in exacting from the local station a percentage of moneys never received by it."

Definition of the term "participating program" in the proposed per program licenses "might permit ASCAP to take the position it had the right to insist upon fees for spot announcements, time signals, weather reports, etc., at station breaks or other intervals, although such spots did not use any ASCAP music," in conflict with the decree provision that "ASCAP may not require per program licensees to pay any percentage of revenue derived from programs containing no ASCAP compositions."

There is no limit to the number of musical compositions which may be withdrawn from use under the per program agreement, although the blanket licenses set the maximum withdrawals at 750, which counsel considers "a discrimination of the sort forbidden by the decree."

The per program licenses would impose "unreasonable obligations to furnish information to ASCAP" that would be an "undue burden on those local stations whose economic needs would best be served by per program licenses," requiring them to employ additional clerical help.

Failure to comply with the reporting requirements of the license would render the station subject to a claim for infringement, "without consideration as to whether or not the failure to report was an innocent mistake."

ASCAP's blanket license fees of 10% more for TV than for AM, is "discriminatory and unreasonable" until "some court of competent jurisdiction decides that a TV broadcasting use constitutes a greater use of the copyright than a radio broadcasting use."

Points Submitted Already

Counsel added: "We have already presented to the Anti-Trust Division of the Dept. of Justice some of the points discussed in the letter. We plan to elaborate our position to the division in the immediate future. We hope that the Dept. of Justice will continue to cooperate with the television industry in enforcing the terms of the decree."

NO WARNER SALE

Lurie Offer Turned Down

NEGOTIATIONS for the sale of the Warner Brothers' approximately 24% interest in Warner Bros. Pictures Inc., which reportedly would have led to release of the film company's pictures backlog to TV, were terminated Thursday after two days of meetings.

A syndicate headed by Louis R. Lurie, San Francisco real estate operator, had offered $25 million for the stock interest held by brothers Harry M., Jack L., and Albert Warner and members of their families. The company's films reportedly had been offered for sale for television use, in event of acquisition of the Warners' interest by the Lurie group.

Harry Warner, president of Warner Bros., announced termination of the negotiations and said he and his brothers would remain in the business. He gave no detailed explanation, but said the breakoff came "most amicably."

SUMMER SHOWS

CBS To Retain 85% of Clients

CBS ESTIMATED last week that at least 85% of its television network clients will retain their usual broadcast periods during the summer, without hiatus.

Foreseeing a record volume of CBS-TV summer business, the network said accounts already committed to keep their present time periods—either for present shows or for summer replacements—include the following:

American Safety Razor Co., American Tobacco Co., Anheuser Busch, Blatz Brewing Co., Block Drug Co., Bymart Inc., Carnation Co., Carter Products, General Electric Co., General Foods Corp. (two shows), General Mills, B. F. Goodrich Co., Kroger Co., Lever Bros. (two shows), Liggett & Myers Tobacco Co., Thomas J. Lipton Inc., P. Lorillard Co., Jules Montenier Inc., Philip Morris & Co. (two shows), Pabst Sales Co., R. J. Reynolds Tobacco Co., Sylvania Electric Products, Westinghouse Electric Corp., Wildroot Co., and William Wrigley Jr. Co.

New York Journal-American
34—Thurs., April 26, 1951 ★

Radio and TV

Baseball Quiz Momentarily Bigger'n Berle

By JACK O'BRIAN.

"Talk To The Stars" operates, or rather we should use the past tense, thus: Happy asked for young Brooklyn gentlemen of short-pants age to telephone him at a certain number and talk to the star of the game just terminated. Might be a Dodger, say Pee Wee Reese, and whatever opposition player made it toughest that day for the Brooks.

The show as originally planned was put quietly on the air. Telephone calls were asked for. And brother, they came. Nine thousand of them.

The original lure was Mickey Mantle and Reese, during the preseason tilts between the Dodgers and Yankees.

Next day Rocky Bridges, the Dodger rookie, and Phil Rizzuto, the Yanks' Most Valuable Player of 1950's American League, were offered as little-boy bait. That did it.

The telephone company immediately put in a decorous scream of regret. Couldn't go on. More than 100,000 calls streamed into the switchboard optimistically set up to acept a few hundred dialings.

So—the telephone company bided its time until Opening Day, Dodgers-Phillies, Kids in school. Felton figured maybe a few calls from hookey-players and a few at home with colds. Here we go—on the air!

The telephone company took one look at the electronics shambles and called it quits.

Seven exchanges were put out of commission. The calls backed up into four communities in Westchester. Too much, said the phone company.

Felton fumed. Here he was, an actor, with a pure million dollar idea on his hands and here it was to be snatched away. Must be some mistake. Some way to fix it so the show could go on. It must! What about tradition?

What about the telephone company, he was asked. What about it, Happy countered.

Well, for one thing, the telephone calls totaled more than had been received by Milton Berle in his last 24-hour telephone marathon.

The telephone company gave Happy the ultimate argument. They only had to put it to him once:

"Suppose just one little boy needed a doctor to save his life and your show tied up his switchboard?"

No further discussion was needed.

⊙ ⊙ ⊙

The telephone company, conservative always, advised us when we checked that it indeed was "tremendous," and lauded Happy Felton for his graciousness in bowing to the emergency. Especially when it had evidenced every sign of being one of the season's freak TV smash hits.

"Talk To The Stars" now is complicating a less potent means of communication, the U. S. Mails. Happy asks for penny postcards with questions and the kids' home telephone numbers. Last week, when the smashing conclusion came, the telephone company learned some of the youngsters who were in school had left lists of questions with their mothers to ask Happy if contact could be made. Now Happy calls them.

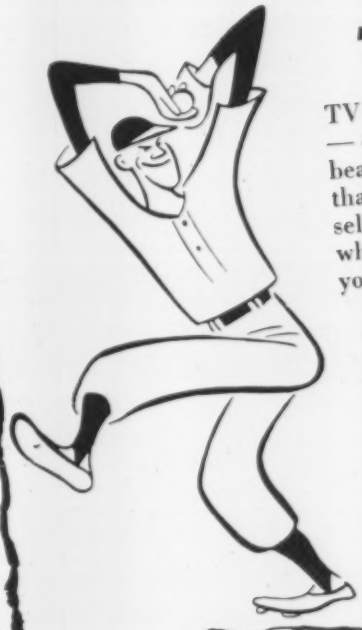
The big irony of the story may be this: When Hooper was surveying the TV picture that day, did he run upon an unusually high number of folks whose lines were busy, and therefore conclude they were telephoning and could not possibly be watching TV?

Happy Felton has news for Hooper: They were watching TV and calling "Talk to the Stars," he insists.

**(crack radio-tv editor of the N. Y. Journal American)*

THANK YOU, Jack O'Brian*

Thank you, Happy Felton for making this remarkable article possible



TV advertisers and TV timebuyers — everywhere — you can't beat good showmanship, and that's what WOR-tv, channel 9, sells — at very low cost — and which can sell more and more of your products and services.

WOR-tv *channel* **9**

at 1440 Broadway, in New York

The minute she makes up her mind...

This is the minute the TV demonstration makes a woman a customer.

Actually, the sale began when an advertiser accepted Radio Sales' suggestion for using TV in Salt Lake City: participations on KSL-TV's live kitchen program.

It worked. So well that, after 26 weeks, the sponsor concentrated *all* his Salt Lake City advertising on KSL-TV and renewed for another 39 weeks... using even more time on each program.

Radio Sales has been in television since its early days... has kept a close watch on television development. Out of close study and experience has come the "know-how" which makes for *most effective* television advertising. For the sponsor we've just told you about... and for you.

Radio Sales

Radio and Television Stations Representative... CBS

Representing WCBS-TV, New York; WCAU-TV, Philadelphia; KTSL, Los Angeles; WTOP-TV, Washington; WBTV, Charlotte; KSL-TV, Salt Lake City; WAFM-TV, Birmingham; CPN and the leading (the CBS) radio station in 13 major markets.

YESTERDAY
and
TODAY
in
Central Indiana
at
WFBM-TV
"First in Indiana"

•

Yesterday . . . .

On May 30, 1949 there were 2500 Sets in WFBM-TV's coverage area.

Today . . . . there are

148,000

Sets in use in WFBM-TV's coverage area

In planning your TV coverage remember to TAKE A CLOSE LOOK at the Central Indiana Market—COMPLETELY COVERED by WFBM-TV.

Represented nationally by The Katz Agency Inc.

WFBM-TV

Channel 6

"First in Indiana"

telestatus

Separate Aural, Visual Requirements Defined

(Report 163)

REQUIREMENTS for separate operation of the aural and visual transmitters of TV stations have been further defined by FCC [BROADCASTING • TELECASTING, May 7]. In its order of May 3, the Commission has incorporated a few changes to a proposed interpretation of the rules and regulations on such separation, which was issued Dec. 8, 1949.

FCC again reiterates that AM and FM program transmission on the aural transmitter during a TV station's test pattern is not allowed, except for certain specific purposes. Commission looks upon duplication of sound of AM and FM station without appropriately related visual transmission as "an uneconomical use of radio frequencies."

Simulcasts, however, are expressly permitted.

Sec. 661(b) of the Rules and Regulations, under the May 3 order reads:

3.661(b) (1) The aural transmitter of a television station shall not be operated separately from the visual transmitter except for the following purposes:

(i) For actual tests of station equipment or actual experimentation in accordance with Section 3.662; and

(ii) For emergency "fills" in case of visual equipment failure or unscheduled and unavoidable delays in presenting visual programs. In such situations the aural transmitter may be used to advise the audience of difficulties and to transmit for a short period program material of such nature that the audience will be enabled to remain tuned to the station; for example, music or news accompanying a test pattern or other visual presentation.

(2) During periods of transmission of a test pattern on the visual transmitter of a television station, aural transmission shall consist only of a single tone or series of variable tones. During periods when still pictures or slides are employed to produce visual transmissions which are accompanied by aural transmissions, the aural and visual transmissions shall be integral parts of a program or announcement and shall have a substantial relationship to each other; PROVIDED THAT nothing herein shall preclude the transmission of a test pattern, still pictures or slides for the following purposes and periods:

(i) To accompany aural announcement of the station's program schedule and aural news broadcasts or news commentaries, for a total period not to exceed one hour in any broadcast day.

(ii) To accompany aural transmissions for a period of time not to exceed fifteen minutes immediately prior to the commencement of a programming schedule.

EXAMPLES:

(1) Duplication of AM or FM programs on the aural transmitter of a television station while the same program is broadcast on the visual transmitter (i.e. a "simulcast") is consistent with this subsection.

(2) Duplication of AM or FM programs on the aural transmitter of a television station while a test pattern is broadcast on the visual transmitter is **not** consistent wtih this subsection, except for the specific purposes and periods specified in subsection (b) (2).

(3) A travel lecture in which the words of the lecturer are broadcast simultaneously with still pictures or slides of scenes illustrating the lecture, and a newscast in which the words of the newscaster are broadcast simultaneously with still pictures or slides of the news events, are examples of programs in which the aural and visual transmissions are integral parts of the same program having a substantial relationship to each other, within the meaning of subsection (b) (2). Mood music unrelated to the visual transmission is **not** consistent with this subsection.

(4) The broadcast of a test pattern accompanied by a musical composition for the purpose of demonstration, sale, installation or orientation of television receivers or receiving antennas is not consistent with this subsection.

(5) Music accompanying the transmission of a test pattern upon which is visually imposed a moving text consisting of continuous program material, such as a running newscast or news commentary, is consistent with this subsection.

(6) Music accompanying the transmission of a test pattern upon which is visually imposed a clock indicating the time of day, or a text that is changed at spaced intervals, is not consistent with this subsection.

* * *

Survey Compares Time For Viewing, Working

NEARLY one-fifth of U. S. telecast owners spend more time in front of their receivers than they do at work, according to a survey by Encyclopaedia Britannica Films.

The firm also discovered that half of those queried—51%—like television commercials "fairly well." Another 14% think the sponsor's message "fine and like it very much." Only 35% voted they "do not" like commercials. Three to one viewers thought commercials were too long.

Commercials that break up a film or dramatic program are more resented than on the variety-type program. More viewers were re-

(Continued on page 88)

Weekly Television Summary— MAY 14, 1951, TELECASTING Survey

City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	7,400
Ames	WOI-TV	56,161
Atlanta	WAGA-TV, WSB-TV	115,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	292,095
Binghamton	WNBF-TV	38,150
Birmingham	WAFM-TV, WBRC-TV	46,200
Bloomington	WTTV	16,400
Boston	WBZ-TV, WNAC-TV	721,325
Buffalo	WBEN-TV	201,972
Charlotte	WBTV	75,307
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	906,210
Cincinnati	WCPO-TV, WKRC-TV, WLWT	275,000
Cleveland	WEWS, WNBK, WXEL	470,487
Columbus	WBNS-TV, WLWC, WTVN	176,541
Dallas, Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	117,068
Davenport	WOC-TV	56,384
Quad Cities	Include Davenport, Moline, Rock Ise., E. Moline	190,000
Dayton	WHIO-TV, WLWD	464,135
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	55,890
Erie	WICU	
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	117,068
Grand Rapids-Kalamazoo	WLAV-TV	114,557
Greensboro	WFMY-TV	66,972
Houston	KPRC-TV	73,710
Huntington-Charleston	WSAZ-TV	41,300
Indianapolis	WFBM-TV	148,000
Jacksonville	WMBR-TV	32,000
Johnstown	WJAC-TV	82,200
Kalamazoo Grand Rapids	WKZO-TV	133,122
Kansas City	WDAF-TV	114,600
Lancaster	WGAL-TV	97,105
Lansing	WJIM-TV	49,000
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH, KTLA, KTSL, KTTV	877,421
Louisville	WAVE-TV, WHAS-TV	86,782
Memphis	WMCT	86,221
Miami	WTVJ	65,000
Milwaukee	WTMJ-TV	233,230
Minn.-St. Paul	KSTP-TV, WTCN-TV	256,400
Nashville	WSM-TV	26,712
New Haven	WNHC-TV	153,800
New Orleans	WDSU-TV	62,150
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	2,250,000
Newark	WATV	
Norfolk	WTAR-TV	67,209
Oklahoma City	WKY-TV	81,366
Omaha	KMTV, WOW-TV	77,415
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	834,000
Phoenix	KPHO-TV	37,900
Pittsburgh	WDTV	260,000
Providence	WJAR-TV	145,000
Richmond	WTVR	73,992
Rochester	WHAM-TV	81,417
Rock Island Quad Cities	WHBF-TV Include Davenport, Moline, Rock Ise., E. Moline	56,384
Salt Lake City	KDYL-TV, KSL-TV	45,100
San Antonio	KEYL, WOAI-TV	44,772
San Diego	KFMB-TV	97,500
San Francisco	KGO-TV, KPIX, KRON-TV	179,100
Schenectady Albany-Troy	WRGB	151,600
Seattle	KING-TV	80,900
St. Louis	KSD-TV	299,000
Syracuse	WHEN, WSYR-TV	113,750
Toledo	WSPD-TV	125,000
Tulsa	KOTV	74,100
Utica-Rome	WKTV	42,000
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	261,300
Wilmington	WDEL-TV	62,000

Total Markets on Air 63 Stations in Air 107 Estimated sets in Use 12,190,000

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partically duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

YOU CAN DO *More* — AND DO IT *Better* ON WMAR-TV

★

MORE

TOP RATED* QUARTER HOURS BETWEEN 7:00 P. M. AND MIDNIGHT THAN ANY OTHER BALTIMORE STATION

Top-Rated After 7:00 P.M.

Sunday
Gene Autry
This is Show Business
Toast of the Town
Celebrity Time

Monday
CBS News
Perry Como
Lux Video Theatre
Talent Scouts
Studio One

Tuesday
CBS News
Suspense
Coliseum Wrestling

Wednesday
CBS News
Perry Como
Godfrey and Friends
Blue Ribbon Bouts

Thursday
CBS News
Baseball
Adventure Theatre

Friday
CBS News
Perry Como
Mama
Man Against Crime
Ford Theatre
Action Theatre

Saturday
Beat the Clock
Ken Murray
Mystery Theatre

Also the following shows lead in one or more quarter-hours before 7:00 p.m. during the week: The Sunpapers TV News, Americans at Work, Laurel and Hardy, Film Theatre of the Air, What's My Line, Versatile Varieties, The Steve Allen Show, The Garry Moore Show, The Woman's Angle, Hollywood Serial Theatre, Bride and Groom, The Bailey Goss Show, Boots and Saddles, Happy Town, Grand Chance, The Big Top and The Collegians.

Also

HIGHEST RATED LOCAL SHOW
Wrestling from the Coliseum: Tuesdays 10 - 11 p. m.

HIGHEST RATED NETWORK SHOW
Arthur Godfrey's Talent Scouts: Mondays 8:30 - 9:00 p. m.

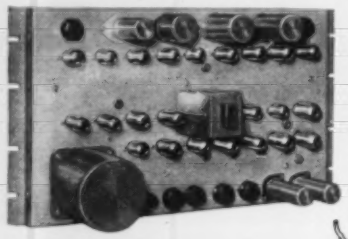
*According to the American Research Bureau, period covered April 14-21.

WMAR-TV

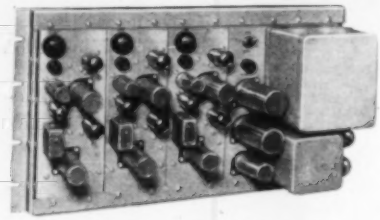
CHANNEL 2 ★ BALTIMORE, MD.

Represented by **THE KATZ AGENCY, INC.** *NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO CHICAGO • ATLANTA • DALLAS • LOS ANGELES* ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Buy 'em SINGLY...

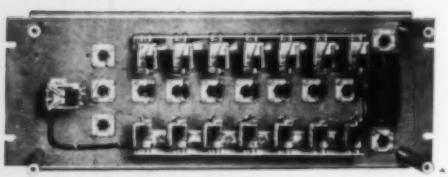


TV STABILIZING AMPLIFIER—*Does a Better Job* than any other stabilizing amplifier on the market. Some of its notable advantages are: automatic correction of sync and blanking, adjustable sync percentage, improved LF characteristics, automatic clipping of white spikes.

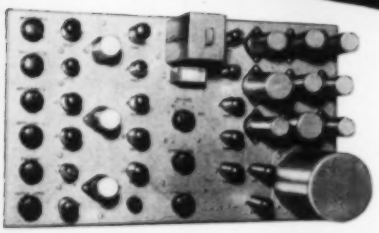


UTILITY VIDEO AMPLIFIER ASSEMBLY—*Improved Band Width and Adjustable High Gain.* Provides accurate output monitoring even when feeding telephone lines. Maintenance is low because negative feedback eliminates peaking coils and permits wider tolerance in tubes and components.

VIDEO PATCHING EQUIPMENT—*Quick and Convenient Adjustment* of video distribution circuits are provided by these complete G-E units. Common grounds are avoided by isolation between jacks and shields. Dual control plugs are self-aligning. Easily installed. Exceptionally high reliability. Oxidation is avoided through the use of gold-plated contacts.



VIDEO SWITCHING RELAY CHASSIS—*Saves Space* yet permits easy expansion of system inputs or outputs. Each chassis is adaptable to preset control and you get fast transfer through a single transfer relay.



TV ELECTRONIC MIXER—*Lap, Fade, and Dissolve* at constant, preset rates at the touch of a finger at control panel. Unique bypass feature permits you to release three channels for rehearsal use while carrying program. It's all-electronic—operation is practically automatic.

These General Electric *studio rack units* are interchangeable with any TV system!

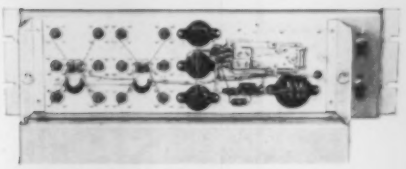
Buy 'em TOGETHER

Here's a way to replace obsolete studio rack equipment with new G-E units that meet all existing RMA performance standards.

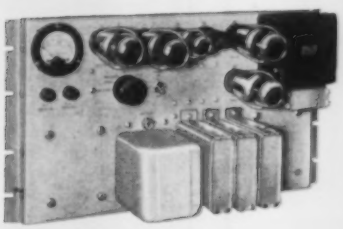
Study the items shown on these pages. With them you can modernize your sync distribution system . . . get better performance, better handling of poor input signals . . . more flexibility in video patching . . . smoother studio control all around.

All General Electric studio units are designed specifically for easy maintenance—dead front construction, no exposed voltages. Standard video controls are used throughout. Kits are available to accommodate any position of rack mounting angles.

In addition to the equipment shown here, General Electric makes a complete line of studio gear, including camera channels, sync generators, and projectors. The broadcast representative at the G-E office near you will tell you more. Call him or write: *General Electric Company, Electronics Park, Syracuse, New York.*



SYNC GENERATOR SWITCHING UNIT—*Local or Remote Switching Control* of any sync generator with RTMA output is easy with this unit. Handles four sync signals and one "sync lock" signal. Automatically switches spare sync generator into system should operating sync generator power supply fail. Video relays minimize cross-talk.



REGULATED POWER SUPPLIES—*High Current Capabilities* with low ripple make these power supplies ideal for TV station application. Single phase input, built-in voltage and current instrument. Time-delay start protects tubes.

HANDY LEATHERETTE ENVELOPE . . . will be sent on request to station managers and engineers. Inside compartment packed with illustrated specification sheets on G-E television equipment. Write: *General Electric Co., Section 251-14, Electronics Park, Syracuse, New York.*

You can put your confidence in

GENERAL ELECTRIC

BETWEEN COMMERCIALS

BY KAY MULVIHILL

Still proving to be one of Northern California's top personalities on both AM and TV is KSFO-KPIX's women's director, Faye Stewart.

In addition to her woman's program, which has been aired daily on KSFO for the past seven years, Faye is seen five days a week on "KPIX Kitchen," where she demonstrates and prepares meals for the budget - wise housewives. And for the men, who delight in doing the cooking for themselves, Faye heads KPIX's Monday night "Mr. Cook Show."

FAYE STEWART

Acclaimed in local radio and TV circles as "the woman who tells . . . and sells!" . . . Faye has consistently convinced advertisers of her master sales ability in both media.

AWARD FOR KPIX

For the second consecutive year, KPIX has been awarded the National Safety Council's "Public Interest Award" in recognition of exceptional service in promoting public safety.

One of the seven television stations in the nation to receive the Award, KPIX was the only station representing the West Coast.

KPIX CHANNEL 5
Represented by The Katz Agency, Inc.

560 KC KSFO (560)
Represented by Wm. G. Rambeau Co.

SAN FRANCISCO

PRICE SUPPORT

DuMont, GE, Meck Join Battle

THREE more TV set makers last week joined the ranks of manufacturers combating the current lull in TV set sales by guaranteeing factory prices at their current levels [BROADCASTING • TELECASTING, May 7].

Ernest A. Marx, general manager of the Receiver Sales Division, Allen B. DuMont Labs, wrote DuMont TV distributors Tuesday that, until Sept. 10, they are guaranteed against any reduction in distributor prices below the published price schedule of last Nov. 1.

Further, he said, during this period the company will not introduce new models which would "conflict with the normal sale of the current line." Mr. Marx said new models are not planned before fall, "and then only if inventories allow for such an introduction on a healthy basis." In fact, he said, "it is questionable whether a new line could be introduced during the summer that would offer as much in quality, styling, price and performance as the models now available."

The price guarantee applies to all merchandise purchased by distributors during the guaranty period, extending from May 9 to Sept. 10.

General Electric Co. was another manufacturer joining the group that will continue to hold TV set prices on current models at current levels for the next four months, according to Arthur A. Brandt, general sales manager of the receiver division. GE believes the policy will help stabilize the market and protect investments being made by distributors and dealers, he said.

Prices Guaranteed

Guarantee against price reduction of television sets produced by John Meck Industries, Plymouth, Ind., also was issued for the period between now and Sept. 15 in Chicago last week. John Meck, president, described the offer "as good as or better than that made by any competitive manufacturer." It was made to "eliminate the uncertainties of dealers who may have been reluctant to order merchandise they need because they fear price changes which may result from government price regulations or conditions within the industry," he said.

Also on the set price front last week, Admiral Corp., Chicago, introduced a 14-inch table model which retails for $159.95, including excise tax. Vice President R. A. Graver described the model as the lowest priced ever offered by the company, which has produced 2 million sets, even though it contains "all the technical features of the most expensive Admiral sets." The new model is an addition to, rather than a change in, the line, Mr. Graver said. Admiral's line includes 36 models ranging in price from $159.95 to $895, including excise tax.

Chester D. Tripp, president of Television-Electronics Fund, Chicago, predicted consumer demand for TV sets will rise sharply after the summer decline, with bargain prices disappearing. He released a study of the TV industry's inventory position.

The study indicated three months ago a "sharply rising inventory of unsold sets," he said, figures for the first of the year showing over a million sets unsold compared to 350,000 a year ago. He estimated the May 1 inventory at between 1,750,000 and 1,850,000 sets, or a 3½-month supply.

STANDBY RULING

Godfrey Uses Navy Chorus

COLLECTION of "working permit" or standby fees by Television Authority for certain commercial TV network programs involving armed forces talent commanded the attention of the Dept. of Defense last week.

The issue arose when TVA signified its intent to levy a standby fee for the *Godfrey & His Friends* show on CBS-TV on the grounds that it had engaged the services of an 80-piece Navy choral group for the forthcoming May 16 telecast. TVA collects a "nominal" sum—understood to be $10 per person—to guard against frequent displacement of performers by service groups.

The incident was brought to the attention of the Navy branch and, later, Mrs. Anna Rosenberg, Assistant Secretary of Defense for manpower, it was learned. In the meantime, Mr. Godfrey's sponsor, Liggett & Myers (Chesterfield cigarettes) had agreed to pay the additional $800.

Defense spokesmen said that from the outset the department had taken no stand on the issue since it was primarily a matter between the union and the advertiser, working through its agency, Cunningham & Walsh. The government, it was stressed, normally does not intervene in union matters. They also noted that the Defense Dept. has enjoyed "very fine" relations with both Television Authority and AFM.

In New York George Heller, national executive secretary of TVA, explained that while a contract would permit collection of full salaries of performers displaced by service groups, the sum is only "nominal" and is levied as a contractual right.

TVA-KFI STRIKE

No Settlement in View

TELEVISION AUTHORITY strike against KFI-TV Los Angeles peacefully enters its sixth week with no indication as to how long the dispute will continue. The situation appears to have settled down to a waiting game, following the first burst of hope for early settlement a few weeks ago when Earle C. Anthony, station owner, announced recognition of the union as bargaining agent and agreed to discuss contract terms [BROADCASTING • TELECASTING, April 23].

In the meantime, the station has suffered because of the strike a loss of approximately 50% of its business and cut 27 hours weekly off its regular schedule, it reports. Station is now on Mondays through Fridays, from 2 p.m. to 9 p.m., using mainly films and public service programs.

ALLOCATIONS

Hill Review Hearings Loom

PRELIMINARY hearings probably will be held on the Benton Resolution (S Res 127) calling for a review of the TV allocation status in light of eductors' demands, Sen. Ed C. Johnson (D-Col.), chairman of the Senate Commerce Committee, has indicated.

In a letter to Thad H. Brown Jr., TV general counsel of NARTB, who had forwarded the organization's convention protest against the Benton request [BROADCASTING • TELECASTING, April 30], Sen. Johnson said committee plans call for hearings on whether the resolution should be adopted. Sen. Johnson said full consideration of "all views" would be in order, and specifically named the NARTB as one of the groups welcomed.

It has also been disclosed that a number of letters has been received by the committee, following Sen. Benton's introduction of his resolution. Some letters are hand-written with names and address only.

If approved by the Senate committee, the resolution would direct the Senate Commerce group to launch an investigation and hold extensive hearings on the entire allocation question [BROADCASTING • TELECASTING, April 16].

The Commerce group is currently gathering information from governmental agencies, which would be concerned with the Benton proposal. The FCC is one of the key agencies.

Also revealed in the letter to Mr. Brown was the designation of Senate Majority Leader Ernest W. McFarland (D-Ariz.) to head the special subcommittee appointed to hold a preliminary inquiry.

NBC Signs Team

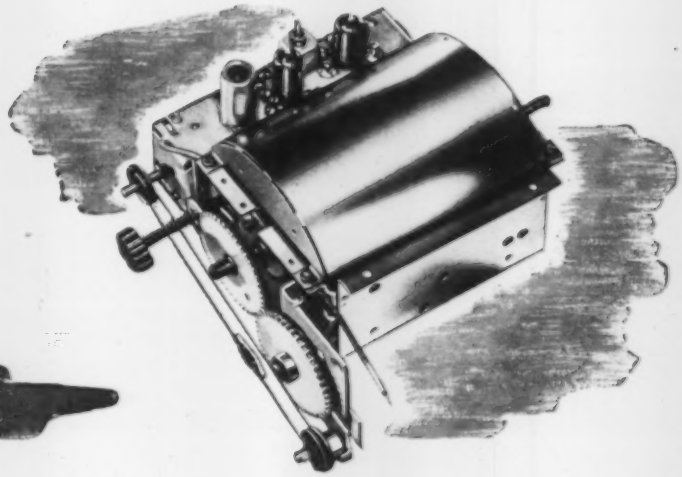
COMEDY TEAM of Bud Abbott and Lou Costello signed a television contract with NBC last week. The comedians will do four live full hour programs and the network has first call on 22 additional half hours to be made on film during 1951-52. The amount of the contract was not revealed.

Super Circus Sponsor

BAUER & BLACK, Chicago, for Curity first-aid supplies, will sponsor the last half-hour of ABC-TV's *Super Circus* for five Sundays from June 10 through Leo Burnett, same city. Program, aired from 4 to 5 p.m. (CDT), will be tied in with a national campaign to select "Miss Curity of 1951."

WHY You Can Operate Zenith TV from Your Easy Chair

THIS MIRACLE TURRET TUNER IS THE SECRET... and only Zenith has it!



You sit anywhere in the room... blissfully relaxed... with Zenith's wonderful "Lazy Bones" Remote Control in your palm. You press lightly with your thumb, and change programs one after another! No jumping up, not one knob to touch or re-tune! This operation of the tuner by remote control is possible because Zenith's Turret Tuner is truly a miracle of automatic precision and stability!

Yes, *all* the necessary adjustments are made for you automatically, all at one time... and this tuner is so heavy—so sturdy—that even years of constant use will not cause its contacts to lose their precision and let the picture drift and fade!

And that's not all... this tuner is so much *more sensitive* that even in far outlying locations, it takes signals too weak for other sets to handle, and turns them into beautifully clear, steady pictures!

What's more, there is *no other tuner in television* so easily, quickly, inexpensively adapted in your home to receive the proposed new ultra-high frequencies on present standards, without an external converter!

Please remember—ONLY ZENITH HAS THIS TURRET TUNER. So regardless of what you read or hear, before you invest in television be sure to see for yourself that Zenith *is* different from all others... indeed, the Royalty of Television. Your Zenith dealer invites you to prove this in your own home, before you buy.

• • •

Above, New Zenith® "Aldrich," Console TV. New 165 sq. in. 2-in-1 Screen gives instant choice of circular or rectangular type pictures. Period cabinet, Mahogany veneers and hardwoods. **$369.95.** *Includes Federal excise tax. Prices subject to change without notice.*

Zenith Radio Corporation, Chicago 39, Illinois • Over 30 Years of "Know-How" in Radionics® Exclusively • Also Makers of Fine Hearing Aids

REBROADCASTS

Brown Asks Low-Power Units

SERVICE to communities in areas cut off from TV reception by the nature of the terrain is proposed by Gordon Brown, WSAY Rochester. He would utilize special low-powered television rebroadcast stations.

In filing comment with FCC on its proposed allocation plan, the Rochester broadcaster included a request for establishment of "The Limited Common Carrier Television Rebroadcast Class."

Such station would use only a few watts with directional antenna, it was proposed. "But in many cases it would not be necessary in order to provide a usable interference free channel for the station without causing interference to the dominant station on the transmitting frequency of the rebroadcast station," it's noted.

In his recommended programming arrangements, Mr. Brown again brings out his oft-spoken creed that the advertiser alone should deal with a rebroadcasting station. Insofar as commercial shows are concerned, such stations would deal directly with "the sponsor who produces and pays for the talent, production and broadcast facilities for the original broadcast of his television show," according to the proposal.

Sustaining show rebroadcast would entail negotiations with the dominant station originating program. Like arrangement is suggested for network sustaining shows with permission to come from the network.

Among other program recommendations, Mr. Brown asks that where the rebroadcast station serves a community without a radio outlet, that the transmitter be used to originate and broadcast just audio radio programs of interest. Rebroadcast of FM farm networks could also be considered, he said.

However, present FCC Rules and Regulations as amended less than a fortnight ago (see story page 80) specifically point out that separation of aural and visual transmitter is not to be allowed for such purposes.

Mr. Brown further points out that his corporation, Federal Broadcasting System, would set up such a service in a valley community near Rochester with 1,000 potential TV set owners. These people would be willing to pay $3 per month or $36,000 total per year to receive programs as proposed, according to Mr. Brown.

Film Buys

CONSOLIDATED Royal Chemical Co., Chicago, for Krank's shaving cream, Mar-O-Oil shampoo and Hypercin, is buying feature films in five TV markets to start in June as summer replacement during the Milton Berle time period. Agency is Ruthrauff & Ryan, Chicago.

DAVE BOGARD and Mildred Ramey of KGO-TV San Francisco promotion department call attention to the station's second anniversary, May 5, with a unique promotion idea. Pair of hamsters, tiny furred animals resembling guinea pigs, were sent to major television columnists in the San Francisco Bay Area. The hamsters, notably prolific, were sent in cans inscribed "Now we are two, watch us grow!" Complete press book containing description of each show carried by station, features on special events, public service and outstanding local productions, and packet of photos on local shows, accompanied hamsters.

OFFICIAL FILMS

To Expand Into TV

EXPANSION of Official Films Inc., film distribution and sales firm, into the field of TV motion picture production was foreseen last week, when the firm was reported to be discussing terms with various producers for acquisition of their studio properties.

Among them was Jerry Fairbanks, of Jerry Fairbanks Productions, Hollywood, who told BROADCASTING • TELECASTING that there had been preliminary discussions between him and Isaac D. Levy, board chairman of Official Films, and the latter's brother, Leon, a director. Mr. Fairbanks said that no deal had been consummated, but would not comment upon the details of their discussions.

A spokesman for Official Films confirmed the preliminary talks and said that discussions also were under way with other studios.

Both Isaac D. and Leon Levy are influential minority stockholders of CBS, and it was reported that some of the Isaac Levy interests in the network were being liquidated in connection with the anticipated expansion of Official Films. Security and Exchange Commission records last week showed that he disposed of 5,000 shares of CBS Class A common stock having a par value of $2.50 per share on April 28, leaving him with 26,826 shares of Class A and 20,475 of Class B. Aaron Katz is president of Official Films.

It was reported that discussions are in progress looking to the possible naming of William H. Goodheart Jr., formerly of Music Corp. of America, as executive vice president of Official Films.

WPIX STRIKE

5% Raise Forms Impasse

A STRIKE at WPIX (TV) New York Thursday of 61 technical employes, members of Local 1212, Radio & Television Broadcast Engineers, IBEW, forced the station to cancel all live programs, substitute film, and operate with supervisory personnel, pending outcome of concurrent Federal Mediation and Conciliation Service meetings.

The strike was called when negotiations for a new contract to replace the old one, which expired May 1, reached an impasse over a union proposal for a 5% across-the-board wage increase. Negotiations have been under way since mid-April.

Same as Granted

The union, in a prepared statement, said that the wage increase proposed was the same as that granted by an arbitrator to be effective late in 1949, while the station released comparative figures of WPIX weekly scales and those of another independent station and a network station. The figures showed that WPIX scales were higher than either of the other stations in all categories except that of technicians with five years experience, a rate which WPIX said it had offered to meet.

Meanwhile, with cameramen as well as engineers on strike, picket lines established by the union appeared to be a matter of form only, since all live programs had to be cancelled. Station programming was confined to films. George Heller, TVA national executive secretary, said that the question of crossing picket lines was entirely up to the performers.

Both sides met throughout Thursday with Federal mediators without further announcements.

THEATRE VIDEO

50 RCA Systems Ordered

RECEIPT of new orders for more than 50 RCA instantaneous theatre television systems were announced last week by Walter A. Buck, RCA vice president and general manager of the RCA Victor Div.

The new contracts, Mr. Buck pointed out, do not include those already received by RCA from Warner Bros. Circuit Management Corp., RKO Theatres and the Comerford-Publix chain, under which installations are now in progress.

Hazel Bishop Schedule

HAZEL BISHOP, New York (Hazel Bishop Lipstick), currently spending over a million dollars a year in television, is expanding its TV schedule by starting sponsorship of its own program, featuring Freddy Martin, Thursday, 10:30 p.m. effective July 5 or 12 on 62 NBC-TV stations. Raymond Spector Co., New York, is the agency.

TILTED ANTENNA AIDS SIGNAL

Doubles Strength, Says Jolliffe

TILTING the antenna of a UHF TV transmitter slightly will double the station's signal strength, Dr. C. B. Jolliffe, excutive vice president of RCA Labs, announced Monday. Studies will be conducted by RCA to determine whether a transmitter tilt would have a similar effect on VHF video signals, he said.

Reporting on experiments conducted at KC2XAK, NBC's experimental UHF video station near Bridgeport, Conn., Dr. Jolliffe said that a test antenna was erected on one side of the KC2XAK transmitting tower and rocked back and forth in a 12-degree arc by a motor-driven device, while engineers recorded the variations in signal strength. Results of field tests made in the station's primary service area and also at Princeton, some 90 miles distant, showed the received signals invariably at their maximum when the antenna tilt was approximately 2.5 degrees up or down.

Important in UHF

This gain in signal strength without increased transmitter power would be especially important in the UHF part of the TV spectrum, Dr. Jolliffe said, as UHF stations are presently limited in power by the types of available transmitting tubes, a factor not affecting VHF transmitters. The greater signal strength provided by tilted antennas, he said, should improve picture quality measurably, particularly for receivers located in the fringe areas of program service.

RCA will conduct further tests, Dr. Jolliffe stated, to determine the likelihood of increased interference with distant stations assigned to the same or adjacent channels resulting from the gain signal strength produced by the tilted antenna, as occasionally reception is noted far beyond the normal service range of a station. Research will also be carried on in the VHF field, to see if tilted antennas produce corresponding gains in signal strength of these commercially-licensed stations and in their effective program areas.

Jess Epstein and D. W. Peterson, of the research staff of RCA Labs, designed the tilted antenna and supervised its field tests.

SALES METHODS

Dennis Urges Simple Approach

WALTER L. DENNIS, assistant to the vice president, Allied Purchasing Corp., and radio-TV director, Allied Stores Corp., is scheduled to unfold his ideas on selling via television today (Monday) at a U. of Maryland Management Conference, College Park, Md.

In a straight-from-the-shoulder talk Mr. Dennis will outline his views on "Getting Results From Television Advertising," highlighting these points:

● Television is an intimate medium as against the pretentious formality of motion picture theatre presentation.

● The merchandise should be the star of every performance in the commercial. On this point, Mr. Dennis favors demonstration of the goods in action, in as nearly as possible the actual conditions under which the article would be used.

● The selling message should be clear-cut, sincere, straightforward and informal. Artificial animation is not only very expensive but distracts from the fundamental selling points of the merchandise.

Educational Networks

(Continued from page 75)

program, FCC was told.

The regents recognized that their request for an additional New York channel and for the only ones in Malone and Poughkeepsie confronts the Commission with "a nice problem" in view of the scarcity of channels. Alternatively, therefore, they suggested that FCC write rules to give the board "equitable" access to all commercial stations in New York City, if a second fulltime non-commercial channel cannot be provided, and also to give educational interests at least the right to share the Malone and Poughkeepsie channels with commercial interests.

In the other cities where it proposes stations, the board supported FCC's reservation proposals—channel 17 at Albany-Schenectady-Troy, No. 46 at Binghamton, No. 14 at Ithaca, No. 43 at Syracuse, and No. 25 at Utica-Rome.

The board summarized "some of the functions and advantages" of its plan as follows:

"(A) The great state of New York has a population of nearly 15 million . . . residing in widely scattered communities. The plan will tend to raise and make more uniform the standards of education throughout the state. It will extend to the rural communities the educational and cultural benefits now available only in the populous metropolitan areas.

"(B) The plan will foster, with great economy, an expansion of education in the state, formal and informal, for in-school purposes and out-of-school purposes, in television service areas and in areas without television service.

"(C) Television, as a vehicle for the educational and cultural development of the adult population of the state . . . will probably outdo, in impact and economy, anything the imagination can project for it today. The plan will allow a tremendous expansion of effort in this direction on a coordinated statewide basis.

"(D) The plan will permit the creation of programming which, under proper arrangements, can be made available to the educational systems of other states."

Lewis A. Wilson, state commissioner of education, and Jacob L. Holtzmann, a member of the board of regents, reviewed the proposals at a news conference.

Dr. Wilson said the plan had been discussed with state legislature leaders and that their response has been entirely satisfactory.

Mr. Holtzmann estimated that sets could be provided for classrooms at $100 or $150 each, and that maintenance of the stations would amount to $250,000 a year, aside from programming.

Mr. Holtzmann, who is head of a special regents committee on television for education, reported that "we believe it is as important for our educational system to have television channels as to have schoolhouses, and I don't know which will be more important in the future."

The regents' special committee, which formulated the recommendations on which the plan is based, is composed of Mr. Holtzmann, Vice Chairman Edward R. Eastman, and Regent Roger W. Straus.

Chancellor John P. Myers was quoted as saying that TV "will give us unlimited opportunities to expand our educational program, particularly in the rural areas. We are hopeful that the legislature will see its advantages as we do and grant us the necessary funds to go forward."

Mr. Holtzmann said special credit should go to Dr. Wilson, the education commissioner, and Miss Frieda B. Hennock, FCC Commissioner and outspoken champion of educational TV.

The official comments were filed through Henry G. Fischer, of the Washington law firm of Fischer, Willis & Panzer.

four proven WBNS-TV participation shows:

In central Ohio you have a choice of four excellent TV participation programs—top-rated shows with proven records for producing sales results for national advertisers.

EARLY WORM PARTY
with Irwin Johnson
top favorite local star
10 to 11 a. m.

Central Ohio's largest TV audience participation program, televised from the luxurious Town and Country Room of The Neil House.

"SHARP COMMENTS"
by Fern Sharp
12 to 12:30 p. m.

A unique variety program in the woman's world. Miss Sharp has been a leader for over 12 years in presenting fashion, food and homemaking news to central Ohio.

JAMBOREE
6 to 6:30 Sat. evening

A popular half-hour variety show with a touch of the rural ... Featuring Ray Roese and ... of 8, this show is also ... Columbus' highest rated local TV programs. Reservations accepted.

sold out

SNADER TELEscription "SPOTLIGHT REVUE"
6 to 6:30 p. m.

Top talent variety acts on 3¼ minute movies . . . offering a star-studded setting for your TV spot. Snader Telescription Library is offered exclusively in Columbus over WBNS-TV.

PROGRAM RESUMES SENT ON REQUEST
PHONE BLAIR TV OR WRITE DIRECT

WBNS-TV COLUMBUS, OHIO
Channel 10
CBS-TV Network—Affiliated with Columbus Dispatch and WBNS-AM
Sales Office: 33 North High Street

Telestatus

(Continued from page 80)

sentful of commercials on shows with full continuity than on the variety program.

Other salient points in the survey: Only one out of 20 watches his set less than 10 hours weekly; one quarter of the people questioned watch 10-20 hours weekly and about one-third see TV between 20 to 40 hours a week. It also found that reading seems to suffer the greatest loss of devotees because of television.

* * *

KECA-TV, KLAC-TV Increase Rates

KECA-TV and KLAC-TV Hollywood have both announced rate increases. KECA-TV has issued rate card No. 4, which increases its Class A base hour rate from $900 to $1200 effective tomorrow (May 15). One minute or less in Class A time is increased from $150 to $220; eight-second spots from $75 to $110. Comparable increases will be carried out in other time classifications, according to Robert F. Laws, station and ABC Western Division TV sales manager.

Increase of $250 over the present Class A hourly rates has been announced by KLAC-TV. New rate is $1,000 per hour. Increases also were made in other Class A time slots. Rate for 40 minutes now is $800; 30 minutes, $600; 20 minutes, $500; 15, $400; 10, $300; five, $250. One-minute, 30-second, and 10-second spots now are $175, $115, $85, respectively.

* * *

Videodex Reports On April Ratings

VIDEODEX last week issued its April 1-7 report, giving top 10 television shows in 63 markets. The listings are broken down into percentage of TV homes and number of TV homes. Top 10 listings follow:

		% TV HOMES
1	Texaco Star Theatre (61 cities)	58.1
2	Talent Scouts (23)	47.4
3	Jack Benny Show (36)	45.8
4	Fireside Theatre (48)	42.5
5	Your Show of Shows (61)	39.5
6	You Bet Your Life (61)	38.8
7	Comedy Hour—Eddie Cantor (58)	38.5
8	Godfrey and Friends (49)	37.9
9	Philco TV Playhouse (56)	37.7
10	Hopalong Cassidy (18)	37.4

		NO. TV HOMES IN 000
1	Texaco Star Theatre (61 cities)	7,290
2	Your Show of Shows (61)	4,910
3	You Bet Your Life (61)	4,853
4	Comedy Hour—Eddie Cantor (58)	4,664
5	Fireside Theatre (48)	4,595
6	Jack Benny Show (36)	4,393
7	Philco TV Playhouse (56)	4,390
8	Godfrey and Friends (49)	4,357
9	Talent Scouts (23)	4,123
10	Ken Murray Show (48)	3,989

ATLAS FILM CORPORATION

ESTABLISHED 1913

CREATORS and PRODUCERS
of
TELEVISION COMMERCIALS

1111 SOUTH BOULEVARD
Oak Park, Illinois

CHICAGO: AUSTIN 7-8620

Martin Kane Tops Tele-Que April Survey

"MOST viewed television show in San Francisco" for first week in April was *Martin Kane, Private Eye*, according to Tele-Que, West Coast TV research firm. Tele-Que survey was based on viewing records of 557 television owners.

Top 10 ranking shows and ratings were:

1.	Martin Kane, Private Eye	KRON	58.5
2.	You Bet Your Life	KRON	54.8
3.	Texaco Star Theatre	KRON	54.4
4.	Startime Theatre	KGO	53.4
5.	Ford Star Revue	KRON	48.5
6.	Trupak Movietime	KGO	46.7
7.	Life With Linkletter	KGO	46.3
8.	The Lone Ranger	KGO	46.0
9.	Par-T-Pak Theatre	KRON	44.6
10.	Gene Autry	KRON	44.3

CANADA DELAY

Sees First Station by '52

FIRST Canadian TV transmitters at Toronto and Montreal will not be ready until early 1952, instead of late this year as had been contemplated, A. D. Dunton, chairman of Canadian Broadcasting Corp., said at Toronto May 4. He told Canadian advertisers assembled for the 36th convention of the Assn. of Canadian Advertisers [BROADCASTING • TELECASTING, May 7], that construction delays and building material shortages made it impossible to get the Toronto station on the air till January 1952, and the Montreal transmitter in late spring or early summer of next year.

Scheduled to give out the latest in TV data for Canada, Mr. Dunton stated that because of the delay in the report of the Royal Commission on Arts, Letters & Sciences, he was as much in the dark about the future of TV policy in Canada as was his audience.

John P. Cunningham of Cunningham & Walsh, New York, outlined the effects of TV on the living pattern. He reported on his firm's Videotown surveys and other studies stating that the gist of all surveys is that radio listening does not exist in TV homes at night, except by a few individuals. But he was careful to explain: "Don't write off radio yet. Radio is still supporting TV, and TV is not yet ready to commit matricide."

Mr. Cunningham also reviewed effects of TV in UN telecasts and the Kefauver committee in building a more informed electorate. He urged advertisers to use self-control in their use of advertising on TV, to better programs for their future good, and stated that self-control is better than having government control.

JACKSONVILLE

Fights for Channel 2

FIGHTING to retain TV Channel 2 for its area, the City of Jacksonville, Fla., has gone to the U. S. Court of Appeals for District of Columbia. City, which operates WJAX and at one time held a construction permit for TV Channel 2, has asked the Court for a stay order against the FCC's current proposed allocation. The new plan would give the controverted Channel 2 to Tallahassee and Daytona Beach, precluding its use in Jacksonville.

Appellant's television CP was withdrawn by the Commission following attempts of the permittee to have the time extended for station construction. That also was taken to the Court of Appeals, where it now pends [BROADCASTING • TELECASTING, Nov. 6, 1950].

In its current petition, filed by Robert L. Irwin of Dow, Lohnes & Albertson, it's pointed out that if the court reverses the earlier FCC action, the "Commission is putting itself in position of being able to refuse or abide by mandate of the Court based on the fact that to do so would require the allocation of . . . Channel 2 to Jacksonville which would be in violation of the Rules and Regulations of the Commission."

Petition asserts that it "appears" FCC's proposal to take Channel 2 from Jacksonville is "arbitrary and capricious and motivated by a desire to deprive appellant of its statutory rights of appeal and this Court of jurisdiction of the appeal now pending."

Appended to the appeal was engineering statement proposing Channel 6, instead of 2, be given Tallahassee; Channel 11, instead of 2, be allocated Daytona Beach; and Channel 2 be assigned to Jacksonville.

WJAX-TV had been granted Aug. 8, 1948; application for extension of construction permit was denied May 5, 1949; and hearing on application designated June 1, 1949. The hearing examiner's subsequent initial decision proposed granting the additional construction time. However, FCC General Counsel filed exceptions and, after oral argument July 26, 1950, the Commission reversed the initial decision and denied the extension.

A petition to consider additional evidence and reconsider the denial was dismissed May 3, FCC announced last Tuesday.

Cables Cut

NETWORK television programs along the Atlantic seaboard were disrupted May 8 when a bulldozer operating on a farm near Aberdeen, Md., cut a conduit carrying 14 coaxial cables. Twelve of the cables, or six complete circuits, were severed. "Blackout" lasted from about 1 p.m. to 7 p.m. when repairs were completed. Among those cities affected were Baltimore and Washington.

Film Report . . .

STEPHEN SLESINGER Productions, Hollywood, has worked out a deal with **King Features** and Cartoonist **Chic Young** for full TV rights to *Blondie*, newspaper comic strip. A new company will be set up to produce the *Blondie* series, Mr. **Slesinger** announced, while present firm will continue producing *Red Ryder* TV film series. **Arthur Lake**, famous as movie and radio version of "Dagwood Bumstead," has been signed to play the same part on TV.

* * *

INS-TELENEWS, New York, announces that **Terre Haute Brewing Co.** will sponsor combination *Weekly News Review* and *This Week in Sports* on WJIM-TV Lansing, Mich., through the **Biow Co.** Same half-hour combination is carried on WENR-TV Chicago for **Corina Cigars**. . . . WGN-TV Chicago has signed for INS-Telenews daily newsreel service.

* * *

BING CROSBY Enterprises' new TV film series, *Cry of the City* [FILM REPORT, May 7] will be sold nationally, regionally or locally as sponsors desire. Announcement came from Vice President **Richard Dorso** of **United Television Programs**, distributor of series. Half-hour film prices will vary from $155 in markets such as Phoenix to $3,000 for New York, he said.

* * *

TV ADS Inc., Los Angeles, has completed one one-minute TV film commercial for **Laura Scudder Products Inc.**, Los Angeles, through **Davis & Co.**, and one for **Modern Product Sales Co.** (Aquashield plastic shower deflector), Los Angeles, through **Kent Goodman Adv.**

DAMAGED FILM

Scratch Removing Process

FILM considered technically unusable can be reconditioned for use on television, according to Henry Lloyd, vice president of Rapid Film Technique Inc., New York.

Proper renovation of old 35 mm. motion picture film before transferring it to 16 mm. for television use not only will improve TV program production standards but also will make available old movie favorites formerly considered unusable, said Mr. Lloyd.

Heretofore specializing in reconditioning and preserving films for educational and industrial institutions, Mr. Lloyd announced that his company was enlarging its facilities to serve firms producing movies for TV.

Scratches, oil mottles and abrasions "can definitely be removed," stated Mr. Lloyd, pointing out this means that video audiences can enjoy more of the great photoplays of the past without blurs, blobs and streaks."

Comments on Allocation

(Continued from page 74)

Supports reservation.
Keokuk—KOKX. Add Ch. 10, affecting Quincy, Ill., and Hannibal, Mo.
Waterloo—KWWL. Add Ch. 12, affecting other areas.

KANSAS

Kansas City—Board of Education. Reserve Ch. 9; add four commercial stations in VHF.
Manhattan—Kansas State College (KSAC). Supports reservation.
Wichita—KANS. Add Ch. 6. Would substitute Ch. 4 for Ch. 6 at Dodge City, Ch. 11 for Ch. 6 at Tulsa, Ch. 3 for Ch. 11 at Lawton and Ch. 11 for Ch. 3 at Wichita Falls.
Wichita—KFBI. Add Ch. 6, affecting Dodge City, Kan.; Tulsa and Lawton, Okla., and Wichita Falls, Tex.
Wichita—KWBB. Add Chs. 45 and 53.

KENTUCKY

Danville—Centre College of Kentucky. Allocate channel and reserve.
Louisville—WHAS. Consents to change from Ch. 9 to Ch. 11. Conditional.
Louisville—WKLO. Add Ch. 41.
Louisville—WKYW. Add Ch. 51.
Owensboro—WVJS. Add Ch. 10 to Evansport, Ind., and Owensboro, deleting Ch. 10 at Terre Haute, Ind.

LOUISIANA

Baton Rouge—WJBO. Add Ch. 2. Substitute non-commercial Ch. 9 for commercial Ch. 2 in New Orleans. Substitute Ch. 11 for Ch. 9 in Hattiesburg, Miss.; substitute Ch. 9 for Ch. 11 in Meridian, Miss.
Houma—KCIL. Add Ch. 12.
Lake Charles—KPLC. Supports allocation of Ch. 7.
New Orleans—WWL. Add Ch. 11.
New Orleans—Tulane U. Supports reservations.
Shreveport—KWKW. Supports allocation.

MAINE

Bangor—WGUY. Add Ch. 3. Swap Ch. 38 for Ch. 7 at Calais.
Orono—U. of Maine. Favors reservation.

MARYLAND

Baltimore—WBAL-TV. Opposes switch of WDEL-TV from Ch. 7 to Ch. 12 on grounds of adjacent channel interference.
Baltimore — Supports reservation: Board of Estimates; Mayor Thomas D'Alesandro Jr.; Board of School Commissioners (prefers VHF); Bureau of Catholic Education; Loyola College; Johns Hopkins U; U. of Baltimore; Baltimore League of Women Voters; United Steelworkers of America (Local 2610); Citizens Planning & Housing Assn.; Dept. of Md., Jewish War Veterans; Women's Civic League Inc.; College of Notre Dame of Md.

MASSACHUSETTS

Boston—WHDH. Add Ch. 9; reconsider reservation of Ch. 2; add Ch. 10 to Springfield; in Manchester, delete Ch. 9 and add 14; in Providence, delete Ch. 10 and add 28; in Worcester, delete Ch. 14 and add 26; in New Bedford, substitute Ch. 28 for 40; in Storrs, Conn. Ch. 26 for 18 etc., including deletions of Ch. 44 in Boston and Ch. 55 in Springfield.
Boston—CBS. Three alternate plans to add Ch. 9, affecting Providence, Manchester and Durham, N. H., Portland, Lewiston, Augusta, Orono and Calais, Me., Albany, N. Y., and St. John, Canada.
Boston—Support reservation: Lowell Institute Cooperative Bestg. Council Boston U., Boston College, Harvard U., Northeastern U., MIT, Tufts College, Boston Symphony Orchestra, Lowell Institute); Emerson College.
Brockton—WBET. Shift Ch. 5 from Boston to Brockton.
Holyoke—WHYN. Add Ch. 3. Replace Ch. 3 in New London with flexibility channel. Or add Ch. 10 to Springfield-Holyoke area, removing Ch. 10 from Providence, R. I. and adding VHF flexibility channel there. Also WJAR-TV Providence would move from Ch. 11 to Ch. 12 instead of to Ch. 10 as presently proposed.

TELEFILM, INC.
COMPLETE FILM PRODUCTION FOR TV SPOTS-PROGRAMS
All Production Steps In One Organization
1439 Hollywood Blvd., Hollywood 28, Calif.
HOLLYWOOD 9-7205

Pittsfield—WBRK. Add Ch. 3, changing Ch. 3 to 5 in Syracuse, N.Y., and Ch. 5 to 3 in Rochester, N. Y., and several other changes in Vermont, Ontario and Connecticut. Delete Ch. 3 in New London, Conn.
Springfield—Holyoke. Regional TV Corp. Add Ch. 3; delete Ch. 3 from New London, Conn.; substitute Ch. 8 for Ch. 3 in Montpelier, Vt.; substitute Ch. 3 for Ch. 8 in Lewiston, Me.
Worcester—WTAG. Add Ch. 12, deleting from Providence.

MICHIGAN

Ann Arbor—Support reservation: U. of Mich.; Mayor Wm. E. Brown Jr.
Bay City—WBCM. Add Ch. 5, changing Traverse City from Ch. 5 to 7.
Bay City—Public Schools. Transfer Ch. 12 from Flint and reserve.
Detroit—WJBK-TV. Supports allocation.
Detroit—WJLB. Add Chs. 6 and 9, deleting Ch. 50, affecting number of cities.
Detroit—WJR. Add VHF Ch. 6 and UHF Ch. 22.; change Ch. 6 to 10 in Lansing, Mich.; change Ch. 60 to 18 in East Lansing; change Ch. 22 to 46 (educational) in Flint; change Ch. 18 to 60 in Ludington; change Ch. 45 to 37 in Cadillac.
East Lansing—Michigan State College (WKAR). Add Ch. 10 and reserve.
Escanaba—WDBC. Delete Ch. 13 and add Ch. 3; add Ch. 13 in Cadillac; add Ch. 13 in Calumet; add Ch. 5 in Essexville; add Ch. 2 in Green Bay, Wis.; delete Ch. 5 and add Ch. 10 in Hancock; delete Ch. 3 and add Ch. 5 in Marquette; delete Ch. 5 and add Ch. 7 in Traverse City.
Flint—WFDF. Shift Ch. 10 from London, Ont., giving London Ch. 43 and perhaps Ch. 65.
Grand Rapids—WGRD. Add Ch. 6; substitute Ch. 2 for Ch. 6 in Green Bay.; move WJIM-TV from Ch. 6 to Ch. 5.; substitute Ch. 7 for Ch. 5 in Traverse City.
Ishpeming—WJPD Informal request for channel.

MINNESOTA

Mankato—KYSM. Add Ch. 12, affecting Mason City, Ia.; Brainerd, Hibbing, Minn., and Grand Forks, N. D.
Minneapolis—Public Schools. Supports reservation.
New Ulm—KNUJ. Add Ch. 3 by changing Ch. 3 at Watertown, S. D., to Ch. 10 and changing Ch. 10 at Pierre, S. D., to Ch. 11.
St. Paul—College of St. Thomas. Change Ch. 2 from educational to commercial.
St. Paul—Concordia College. Favors reservation.

MISSISSIPPI

Jackson—WJDX. Add Ch. 5; substitute Ch. 10 for Ch. 5 in Mobile, Ala., and substitute Ch. 5 for Ch. 10 in Pensacola, Fla.
Meridan—WTOK. Add Ch. 4.

MISSOURI

Columbia—Stephens College. Supports reservation.
Columbia—U. of Missouri. Proposes FCC authorize educational stations to operate commercially 50% of broadcast day, permitting better programming and breaking monopoly of continuous educational subjects to permit stations to attract and hold audiences.
Kansas City—KMBC, KCMO and WHB (jointly). Oppose Ch. 9 reservation. KMBC and WHB: Add Ch. 11 by removing from Lawrence, Kan., where reserved; or, add Chs. 2 and 9, swap Ch. 12 for Ch. 7 at Pittsburg, Kan., Ch. 9 for Ch. 12 at Joplin, Mo., and Ch. 9 for Ch. 2 at St. Joseph, Mo.
Kansas City—City. Add VHF channels for Kansas City.
Kansas City—U. of Kansas City. Allot VHF channel to commercial use instead of educational use because (1) need for VHF commercial stations; (2) School cannot afford TV now; (3) generosity of commercial stations.

MONTANA

Billings—City Council. Supports reservation.
Bozeman—Montana State College. Supports reservation.
Butte—KOPR. Add Ch. 15.

NEBRASKA

Lincoln—KBON. Add Ch. 10.
Omaha—KFAB. Make Ch. 7 commercial and shift Ch. 12 from Lincoln to Omaha.
Omaha — Public Schools. Supports reservation.

NEVADA

Reno—KWRN. Add Ch. 11.
Reno—U. of Nevada. Informal regret no VHF channel in lieu Ch. 21 reservation.
Reno—Reno School Dist. No. 10. Favors reservation.

NEW HAMPSHIRE

Manchester—Grandview Inc. Supports allocation.

NEW JERSEY

Jersey City—New Jersey Audio Visual Education Assn. Protests no educational allocation. Requests at least 4 TV channels for education.
Newark—WATV. Request for editorial revision on proposed rule. Wants Appendix C to read New York City-Northeastern New Jersey.
New Brunswick—WCTC. Favors allocation.
Trenton—WTTM. Add a VHF channel.
Trenton—State of New Jersey, Dept. of Education. Protests non-assignment of educational channels.

NEW MEXICO

Santa Fe — St. Michael's College. Favors reservation.

NEW YORK

Albany—State U. Generally endorses reservation.
Buffalo—WBEN-TV. Supports allocation.
Buffalo—WEBR, WGR and WKBW (joint petition). Add Chs. 2 and 9, removing Ch. 2 from Niagara Falls and substituting Ch. 59 or 62. To add Ch. 9 would substitute Ch. 8 for Ch. 9 at Toronto, Ch. 3 for Ch. 8 at Owen Sound and Ch. 12 for Ch. 3 at Orilla, all Canada.
Corning—WCLI. Add Ch. 9.
Ithaca—Cornell U. (WHCU). Assign Ch. 3 to Cornell U.; substitute available UHF channel for the VHF channel proposed for Niagara Falls, together with certain other reassignments of low band VHF channels.
Kingston—WKNY. Add Ch. 66.
New York—WJZ-TV (ABC). Although supporting Ch. 8 at New Haven, Conn., asks right to increase power beyond maximum adjacent-channel limits proposed.
New York—WOR-TV. Asks condition to Ch. 8 at New Haven to permit increased power for WOR-TV on Ch. 9 at New York.
Niagara Falls—WHLD. Supports allocation.
Rochester—WHEC. Supports allocation.
Rochester—WVET. Favors allocation.
Rochester—U. of Rochester. Supports reservation.
Schenectady — Meredith Champlain Television Corp. Add Chs. 35 and 41, changing Ch. 35 to Ch. 62 at Watertown, N. Y.
Syracuse—WAGE. Add Ch. 11.
Syracuse—WSYR-TV. No objection to reassignment from Ch. 5 to Ch. 3.
Syracuse—Lemoyne College. Supports UHF reservation, prefers VHF.
Troy—WTRY. Add Ch. 41 to Albany-Troy-Schenectady areas; Change Ch. 48 in Oneonta to Ch. 62.
Watertown—WWNY. Add Chs. 11, 35; delete Ch. 35; affects Ottawa-Hull, Ont.

NORTH CAROLINA

Asheville—WLOS. Supports allocation.
Charlotte—WAYS WIST(FM). Add Ch. 6; substitute Ch. 12 for Ch. 6 at Wilmington, N. C.; Ch. 7 for Ch. 6 at Augusta, Ga.; Ch. 4 for Ch. 5 at Charleston, S. C.; Ch. 5 for Ch. 7 at Columbus, S. C.
Durham—WTIK. Supports allocation.
Raleigh—WPTF. Supports allocation.
Raleigh—WRAL. Supports allocation.
Raleigh — City Council. Supports reservation.
Wilmington — Support reservation: City Council; New Hanover County and Wilmington City Schools; Wilmington College.
Winston-Salem—WTOB. Add Ch. 6.
Winston-Salem—WSJS. Add Ch. 6.

NORTH DAKOTA

Grand Forks—U. of North Dakota (KJFM). Supports reservation.

OHIO

Akron—U. of Akron. Supports reservation.
Cambridge—WILE. Supports allocation.
Cincinnati—WCKY. Delete 12, add Ch. 11 and Ch. 13.
Cincinnati—City. Supports reservation.
Cleveland — WERE, WHK, WGAR, WJW. Add Chs. 31, 59 and 65; change education reservation from Ch. 25 to Ch. 65; change Ch. 50 in Detroit to Ch. 38; Ch. 31 in DuBois, Pa. to Ch. 60; Ch. 53 in Findlay, Ohio to 24; Ch. 18 in Gallipolis, Ohio to Ch. 33; Ch. 33 in Lexington, Ky. to Ch. 18.
Cleveland—WNBK. Supports change from Ch. 4 to Ch. 3.
Cleveland—WXEL-TV. Consents to switch from Ch. 9 to Ch. 8.
Columbus—WOSU (Ohio State U.) Add Ch. 12. Wants Ch. 13 in Indianapolis transferred to Cincinnati in place of Ch. 12 there. Delete Ch. 13 in Huntington, W. Va., and Ch. 12 in Clarksburg, W. Va.
Dayton—City Commission. Supports reservation.
Dayton—WHIO (TV). Supports allocation.
Miami—Miami U. Supports reservation. Ch. 14.
Steubenville—WSTV. Add Ch. 7 or Ch. 9; delete Ch. 7 or Ch. 9 from Wheeling, W. Va.
Toledo—WTOL. Supports allocation.
Toledo—City Council. Supports reservation.
Warren—WHHH. Supports allocation.
Wooster—WWST. Asks switch Ch. 55 from Akron.
Youngstown—WFMJ. Asks additional flexibility UHF channel as third UHF facility.
Zanesville—WHIZ. Add Ch. 12, affecting Cincinnati, Louisville and Clarksburg, W. Va.

OKLAHOMA

Lawton—Cameron State Agricultural College. Supports reservation; prefers VHF.
Oklahoma City—KTOK. Add Ch. 11, affecting Lawton, Elk City, Woodward, all Okla., and Dodge City, Kan.
Oklahoma City—WKY-TV. Opposes switch from Ch. 4 to Ch. 7. Retain Ch. 4, remove reservation of Ch. 13, delete Ch. 9. Delete Ch. 4 and its reservation at Tulsa. Substitute Ch. 11 for Ch. 8 at Muskogee.
Oklahoma City—Favors reservation: City Council; School Board.
Tulsa—KRMG. Add Ch. 8 affecting Muskogee.
Tulsa—KVOO. Add Ch. 11, changing Lawton from Ch. 11 to 12 and Elk City from Ch. 12 to 11.

OREGON

Albany—KWII. Add Ch. 12, affecting Salem and Portland.
Eugene—KORE. Add either Ch. 4, 5 or 9, add one UHF channel to Medford.
Eugene—KUGN. Add Ch. 11.
Portland—KOIN. Supports allocation.
Portland—U. of Portland. Supports reservation.

PENNSYLVANIA

Altoona—WFBG. Add Ch. 3.
Beaver Falls—WBVP. Allocate Ch. 16.
Braddock—WLOA. Waive proposed minimum separation, allocate Ch. 4.
Easton—WEEX. Objects to no VHF allocation.

(Continued on page 92)

WLW—TELEVISION LEADS in LEADING daytime TV cities

Cincinnati, Dayton and Columbus — served by WLW-Television — lead the nation for daytime sets-in-use with average of 13.9%, 12.2% and 11.1%, respectively.*

	Avge. Share of Audience*	
	WLW-TV STATION	LEADING COMPETITOR
CINCINNATI	47.5%	37.4%
DAYTON	63.1%	26.2%
COLUMBUS	57.7%	24.3%

WLW-TELEVISION delivers the greatest daytime audience in the midwest's second largest TV market.

WLW-T CINCINNATI **WLW-D** DAYTON **WLW-C** COLUMBUS

*Videodex, December, 1950 — 6 am — 6 pm

TV Briefs

(Continued from page 73)

sel, endorsed the "pre-determined allocations plan as a means of realizing sound engineering concepts," supported partial lifting of the freeze as FCC has proposed, approved opening of the full UHF, and vigorously opposed reservation of channels for noncommercial, educational use.

The major portion of the NARTB-TV brief was directed to the educational issue.

NARTB-TV considered opening of the UHF to be evidence of FCC's broad intent to seek "establishment of a truly nation-wide and competitive television system." But "the Commission has retrogressed from the accomplishment of this objective," NARTB-TV contended, "by proposing to *subtract* therefrom a large number of channels for a *special class of applicants* by means of a blanket reservation."

"It is the position of NARTB-TV," the brief asserted, "that no channels in the VHF or UHF bands allocated for television broadcast should be *deleted* in this manner, and that any determination with regard to an assignment of a noncommercial educational channel in a specific community should be arrived at only on a case-to-case basis founded upon a bona fide showing of public interest, convenience and necessity by an interested party."

NARTB-TV took exception to the reservation proposals on the following grounds, among others:

(1) FCC's failure to find and conclude that all TV channels are, and should be, equally available to all qualified citizens, and that the record does not support a finding to the contrary.

(2) FCC's failure to recognize the reservation issue is just one part of the comprehensive, related whole TV allocation plan; and upon the basis that the conclusion resulting in the reservation policy has been accomplished arbitrarily without finding or determination with regard to the effect of this policy upon the overall problems involved.

(3) FCC's failure to make findings and conclusions with regard to the audience potential of noncommercial educational programs and with regard to the question of wastage of limited spectrum because of limited audience.

(4) FCC's failure to find wastage of limited spectrum space through nonusage would result from the proposals in the record as made.

(5) FCC's failure to make findings and reach conclusions with regard to alternative methods of obtaining the basic objectives of noncommercial educational TV, including consideration of microwave relay for in-school instruction; and because of FCC's failure to find the proponents of reservation made no showing as a condition precedent to the effect that in-school needs could not be served by wire lines and/or microwave relay.

(6) FCC's failure to find the record does not substantiate a need for noncommercial educational stations (and reservations therefore) in any specific community in the U.S., and that consequently such substantiation of need can be determined only on a case-to-case community-by-community basis.

(7) FCC's failure to find no feasible plan had been advanced of record upon which stable utilization of noncommercial educational reservations could be effected by various educational groups, particularly as relates to problem of licensee responsibility.

(8) FCC's blanket reservation of channels in specific communities without findings appertaining to the qualifications of the educational assignees or their program plans in such communities.

The brief noted some of the educational institutions involved are already "banning access" to football program sources even when payment is offered. NCAA, representing 300 or more of the largest universities, seeks to accomplish the ban by vote or agreement, the brief charged.

The brief noted FCC favored the reservation proposal because educational institutions appeared to need a longer period of time in order to get prepared for television than do commercial interests. But NARTB-TV contended, educational witnesses presented by JCET on this subject of delay "were vague, confused and usually contradictory."

Joint Committee on Educational Television, which has pressed education's cause for channel reservations during the FCC reallocation proceeding, told the Commission it would "appear as a party of record in the hearings with respect to each community for which a non-commercial educational reservation is proposed in Appendix C, and offer such testimony or comments in support of said reservations as may be necessary or appropriate."

JCET contended the record "in general substantiates the proposals" set forth by the Commission, "and especially those set forth in Part VI of Appendix A dealing with noncommercial educational television."

'Flexibility' Channels

With respect to the UHF "flexibility" channels, JCET urged the rules be modified "so as to permit an educational institution to make application for a flexibility channel . . . in any community in which no channel has been reserved for such a station."

"There is real need for this suggested modification," JCET argued, because of the few reservations provided in the plan. Only one channel has been reserved in Maryland and none at all in New Jersey, it was noted.

Observing the five priorities of allocation given by FCC are based only upon the number of services, number of communities and population and geographical location of communities while failing to take account "of differences between types of television service and in particular of the distinction between commercial . . . and . . . educational television service," JCET asked that the following additional priority be placed between present priorities 3 and 4:

To provide a noncommercial educational television service to all parts of the United States by the reservation of frequencies for this purpose.

JCET further contended the record established need for educational channels in communities with less than three VHF channels as well as in those having three or more VHF channels, in which FCC proposes to make a reservation. JCET indicated it will treat each such community on an individual basis during the further proceeding.

Similarly, where all VHF channels in a community are now occupied, JCET held "the Commission should make it clear neither this [no VHF left in such cities] nor any other portion of its Third Notice . . . constitutes a finding that there is no need for a VHF channel for noncommercial educational television in these so-called 'closed cities.'"

"It should be made clear that a properly qualified educational applicant for a VHF channel in such communities will not be foreclosed because all of the assigned channels happen to be presently occupied by commercial licensees," JCET stated.

"Furthermore, the entire philosophy of the . . . Communications Act is that the granting of a license carries no vested right to the use of a frequency," JCET explained. "It seems abundantly apparent that such cities as New York, Los Angeles, Philadelphia, Baltimore and Washington are the very cities where a VHF channel for noncommercial educational television would be of the greatest value."

Asks Argument

Contesting lawfulness of FCC's plan for allocation by rule-making and asking oral argument on the subject before the June 11 city-by-city allocation hearing, FCBA contended the proposed allocation policy "is predicated upon an invalid legal foundation" and, as a result, months of effort on the part of the Commission, its staff and other concerned parties "may be spent for no useful purpose."

FCBA alleged the procedures outlined violate the Communications Act in that it fails to recognize the right of applicants to "an equal and fair opportunity to be heard on *merits* of applications," it was said.

FCBA had no objection to the allocation plan being used as a "guide."

FCBA further commented:

As a result of such deprivation of a hearing, the orderly and expeditious judicial review of the Communications Act will be thwarted.

Unless the Commission obtains full and complete information through the hearing procedure on individual applications, it will be unable to perform its statutory duty under Section 307(b) providing a "fair, efficient, and equitable distribution of radio service."

The brief also attacked the tight restrictions proposed by FCC in making amendments to the table of allocation assignments once it

CLEVELAND'S Chief STATION • WJW • CLEVELAND'S Strongest SIGNAL • WJW • CLEVELAND'S Chief STATION
"SOUPY" HINES
Stirs up new business for happy advertisers twice a day—6:00 to 8:30 a.m. and 3:30 to 5:30 p.m.
SOUPY HINES
DAILY DOUBLE for WINNING SALES
JACK CLIFTON
Spins the platters every day from 1:30 to 3:30 p.m. on "Clifton's House Party." A hit with housewives—and advertisers.
WJW
CLEVELAND'S Chief STATION
WJW
5000 W.
WJW BUILDING
BASIC ABC
CLEVELAND 15, OHIO
REPRESENTED NATIONALLY BY H-R REPRESENTATIVES, INC.

nalized. Relaxation was asked to ermit changes more easily where ublic interest would be served.

FCBA further asked that amendent be made to provide that each pplicant seeking frequencies not rovided in the allocation would e a summary statement as to why s application should be granted. the FCC decides not to grant ch application, it would set a earing and afford opportunity to e applicant to be heard under the les and regulations prescribed r hearings on applications, FCBA rocated.

On the subject of the freeze, CA-NBC told the Commission at "for more people in the Unit- States to get television at the rliest possible date, it is essen- l that the freeze be lifted as on as possible." Noting VHF ansmitting equipment is available d UHF equipment availability ill be expedited by early action, ey stated the Commission "should deavor . . . to take whatever eps are necessary to bring about peditious lifting of the freeze."

Lift VHF Freeze

Where no issue has been raised especting VHF in a given com- unity, RCA-NBC urged FCC roceed forthwith to lift the VHF eeze with respect to such com- unity. This procedure would be milar to the proposal already ade by the Commission for lift- g the freeze on UHF channels."

To expedite lifting the freeze, CA-NBC suggested FCC adopt is procedure:

(1) Announce at once that it will ceive applications for TV stations.

(2) Where the number of applicants a city not involved in any allocation nflict with other cities is equal to or s than the number of channels avail- le, proceed forthwith to lift the eeze in those cities and grant con- uction permits.

(3) Where the number of applicants eeds the number of channels in a y not involved in any allocation con- ct with other cities, hold hearings the comparative qualifications of e applicants, then lift the freeze in se cities and grant construction per- its.

RCA-NBC stated FCC's alloca- n of the entire UHF "is a con- uctive step in the right direc- n of obtaining a sufficient num- r of channels for television oadcasting." RCA-NBC said this preferable to FCC's early plan to only partially opening the UHF.

The joint statement said the Commission's reservation of certain channels for education and certain limitations on UHF assignments, making it impossible to provide a minimum of four outlets in many metropolitan areas, "indicates the desirability of securing additional channels for television broadcasting if at all possible."

RCA-NBC supported the off-set carrier proposal and thought the proposed maximum power of 200 kw "appears to be a realistic one at this time on the basis of present equipment capabilities."

Although conceding the allocation plan is generally sound from an engineering standpoint, Allen B. DuMont Labs contended the plan does not constitute an efficient utilization of the spectrum and will foster network and market monopolies.

DuMont offered an alternative nationwide plan—a revision of its earlier proposal—which it contends would:

- **Provide more stations in more communities.**
- **Make 655 VHF assignments in 375 communities (compared with FCC's 557 assignments in 342 communities).**
- **In the first 100 population centers, allocate 4 or more VHF channels to 47 communities (18 by FCC); give 3 or more VHF to 54 such centers (43 by FCC).**
- **In the top 50 population centers, assign 4 or more VHF channels to 31 communities (15 by FCC); give 3 or more VHF channels to 37 communities (32 by FCC).**
- **In top 25 population centers, assign 4 or more VHF channels to 21 communities (11 by FCC); 3 or more VHF channels to 23 communities (22 by FCC).**
- **Switch only 19 of existing VHF stations to new VHF channels (FCC would shift 31).**

DuMont filed a plan of UHF allocation for the country north and east of Memphis, which it said would provide 598 UHF assignments—61 more than FCC's plan. While accepting the principle of intermixing VHF and UHF where necessary, DuMont pointed out intermixture should be the exception rather than the rule.

DuMont held the Commission's priorities for allocation are "unrealistic" and not adhered to. In contrast, it said the DuMont plan would give the largest number of people the widest choice of programs while preserving service coverage for the nation's geographic area. DuMont assignments can be economically justified, it was also noted.

To solve the UHF allocation problem, DuMont asked FCC to review results of its project using a Massachusetts Institute of Technology automatic computing machine ("Whirlwind One") into which it is proposed to feed the entire problem of distributing available UHF channels for the nation "as a means of eliminating human errors and guesswork."

DuMont recognized TV's force for education, but cited a survey showing inability of such institutions generally to finance non-commercial outlets. DuMont proposed all channels be available on a commercial basis to such institutions as can qualify in competition with other applicants.

Noting the substantial capital investments of existing stations, DuMont held there should not be changes except where interference necessitates, and then only to other VHF channels. Public investments in VHF receivers would be protected, it was said. DuMont's proposed plan contemplates 19 changes within VHF spectrum, compared with 31 under FCC proposal.

CBS, with the objective of increasing VHF assignments in Boston, Chicago and San Francisco, ventured that UHF instead of VHF should be reserved for education. The network cited the need for a competitive situation in these cities. It termed the unavailability of VHF as a "grave competitive disadvantage to a network."

CBS offered three plans for adding Channel 9 to Boston; three proposals that would give Channel 13 to Chicago; and four plans whereby Channel 11 or Channel 13, or both, could be added to San Francisco.

ABC indicated opening of the UHF "for immediate regular use together with more extensive use of the present VHF channels should enable the Commission and the broadcasting industry to proceed without delay toward provision of competitive television services throughout a large part of the country with assurance of stability and without fear of unduly rapid obsolescence of equipment purchased by the public during the expansion period."

ABC approved FCC's proposal to allocate the new channels "on a basis which will minimize the extent of the vexing 'in-channel' type of interference such as that from oscillator radiation." ABC thought adoption of the long-range propagation curves, "even though they are based on comparatively meager information in certain respects, will provide a considerable measure of assurance that extensive dislocation of the allocations structure at some future time will not prove necessary."

The co-channel station separations contemplated by the plan, ABC said, "appear to strike a reasonable compromise between the conflicting demands for a maximum number of stations on the one hand and for extension and improvement of service in the suburban and rural areas. . ."

"The establishment of firm minimum station separations should obviate the gradual deterioration and restriction of rural service, which, as shown by experience, can otherwise occur," ABC contended.

Sen. Ed C. Johnson (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee and vigilant watchdog over radio and television developments, told the Commission that proposals limiting Denver to three commercial VHF channels "penalizes and unjustly discriminates" against the city and is "contrary to Congressional policy of fair, efficient and equitable distribution of TV broad-

(Continued on page 94)

WDRC

HARTFORD 4 CONNECTICUT

WDRC—FM

3R's = 1st

The 3 R's . . . Ratings, Rates, Results . . . made WDRC 1st choice in the Hartford Market. Write Wm. Malo, Commercial Mgr., for availabilities.

Represented by Raymer

FIRST* . . .

In Listening in the ALTOONA AREA!

	Morning	Afternoon	Evening
WVAM	**25.0**	**20.4**	**22.9**
Station "A"	13.2	14.1	14.0
Station "B"	18.9	15.6	12.0
Station "C"	20.0	16.9	14.0

* Figures taken from CONLAN Report of January, 1951—all stations in the area considered.

MORE POWER—MORE PEOPLE

The only 1000 WATT DAY AND NIGHT station in the area—means more people reached per dollar.

P. S.——

That's why more and more national advertisers are selling central Pennsylvania through WVAM.

WARD CBS WVAM

JOHNSTOWN ALTOONA

Represented by Weed and Company

KSWM
JOPLIN, MO.
REACHES 446,600 PERSONS WHO SPEND... $285,550,000 ANNUALLY IN TOTAL RETAIL SALES!

* This map shows airline miles to the nearest large cities, assuring complete CBS service to the great Joplin, Mo. district.

Now in its *fifth year* of service, KSWM is an integral part of all community affairs and activities.

KSWM
CBS in
JOPLIN, MO.
Nationally Represented by William G. Rambeau Co.

Austin A. Harrison, Pres.

WMRY SELLS NEW ORLEANS' GREAT NEGRO MARKET

With specialized programming* to more than ½ million Colored people throughout Southern Louisiana, Mississippi, Alabama and Northwest Florida, WMRY is effectively directing the buying habits of this vast, faithful audience.

*100% Negro Programming Personnel

600KC "THE SEPIA STATION"
WMRY
NEW ORLEANS, LA.
JOHN E. PEARSON CO
Nat'l. Representative

THE ONE DIRECT APPROACH TO NEW ORLEANS' LARGEST MAJOR MARKET

Comments on Allocation

(Continued from page 89)

Erie—WERC. Requests assignment all commercial channels to UHF, and make Ch. 12 educational.
Erie—Erie Television Corp. Add Ch. 64, assign Ch. 62 to Oil City, Pa.
Erie—St. John Kanty Prep School. Supports reservation.
Harrisburg—Patriot News Co. Add UHF flexibility channel.
Johnstown—WJAC-TV. No objection to shift from Ch. 11 to 6.
Lancaster—WGAL-TV. No objection to change from Ch. 4 to Ch. 8.
Lancaster—WLAN. Asks comparative hearing on FCC's proposed modification of WGAL-TV license to use Ch. 8 there.
Lock Haven—WBPZ. Asks UHF channel.
McKeesport—WEDO. Asks Ch. 13 for joint commercial-education use, affects Ch. 13 reservation in Pittsburgh.
Philadelphia—WIP. Add Ch. 12; directional antenna at WGAL-TV proposed; affects Wilmington, Del.
Philadelphia—Daily News Television Co. Add Ch. 12, with Ch. 7 retained in Wilmington, Del. or UHF facilities be given Wilmington or Binghamton, N.Y.
Philadelphia—Board of Public Education. Favors reservations (has funds).
Pittsburgh—KDKA. Add Chs. 4 and 9, deleting Ch. 9 from Wheeling W. Va.
Pittsburgh—KQV. Suggests Ch. 47 or 53 be designated educational instead of Ch. 13; Ch. 4 or 9 be added (affects Wheeling).
Pittsburgh—WCAE. Add Ch. 9. Delete Ch. 9 at Wheeling, W. Va., substituting Ch. 63. Other changes in Ohio, Pa. and Ind.
Pittsburgh—WJAS. Add Ch. 4; add Ch. 9 and delete same from Wheeling, W. Va., substituting Ch. 16.
Pittsburgh—WWSW. Add Ch. 4, opposing reservation Ch. 13.
Pittsburgh—Favor VHF reservation: Carnegie Institute, St. Vincent College, Geneva College, State Teachers College, Slippery Rock, Pa.; State Teachers College, Edinboro, Pa.; Waynesburg College, Thiel College, Westminster College, Washington & Jefferson College, College for Women, Catholic School Board, State Teachers College, California.
Reading—WHUM. Add Ch. 15; delete Ch. 55, Substitute Ch. 55 for Ch. 15 in Lebanon.
Scranton—WQAN. Asks additional UHF channels.
Scranton—Appalachian Co. Supports allocation.
Scranton—School District for City. Asks additional time to file comments.
State College—Pa. State College. Favors reservation, prefers VHF.
Washington—WJPA. Substitute Ch. 9 for Ch. 63, switching 63 for Ch. 9 at Wheeling.

RHODE ISLAND

Providence—WPRO. Supports allocation.
Providence—WJAR-TV. No objection to reassignment from Ch. 11 to 10.
Providence—Providence College. Favors reservation, prefers VHF.

SOUTH CAROLINA

Greenville—WFBC. Supports allocation.
Greenville — Supports reservation (prefer VHF): City Schools; Furman U.
Spartanburg—WORD. Add Ch. 7; change VHF allocation in Middleboro, Ky., Knoxville, Tenn., Chattanooga, Tenn., Rome, Ga., University, Ala., State College, Miss., and Columbia, S.C.

SOUTH DAKOTA

Sioux Falls—KELO. Supports allocation.
Sioux Falls—Sioux Falls College. Asks VHF allocation even if must be commercial. Supports UHF reservation but prefers VHF.
Vermillion—U. of South Dakota (KUSD). Supports reservation.

TENNESSEE

Bristol—WOPI. Supports allocation.
Cookeville—WHUB. Add Ch. 5.
Kingsport—WKPT. Add Ch. 2.
Knoxville—Fulton High School. Supports reservation.
Memphis—WREC and WMPS. Add Ch. 3; or, allocate Chs. 4, 7, 9 and 11 instead of Chs. 5, 10 and 13. Affects Ark., La. and Tenn.
Nashville—WKDA. Add Ch. 5.
Nashville—WSIX, WLAC (joint petition). Asks one more VHF channel and removal Ch. 2 reservation.

TEXAS

Amarillo—Public Schools. Supports reservation.
Austin—U. of Texas. Favors reservation; prefers VHF.
Beaumont—KFDM. Supports Chs. 4 and 6 for Beaumont and Port Arthur.
Breckenridge—KSTB. Add Ch. 7.
Dallas—WFAA-TV. Supports allocation.
Dallas—KLIF. Add Chs. 7 and 9, delete Ch. 8.
Gainesville—KGAF. Informal approval Ch. 49.
Harlingen—KGBS. Requests Ch. 4 be added to Harlingen and deleted from Brownsville and Ch. 36 be deleted from Harlingen and added to Brownsville.
Houston—KPRC-TV. Favors proposed allocations generally, but request inclusion of paragraph in Rules to separate stations in Ch. 2-6 by 287 miles, and Ch. 7-13 by 197 miles to reduce interference.
Houston—KTRH, KXYZ. Add Ch. 8, 10, affecting Beaumont-Port Arthur and Galveston.
Houston—South Texas Television Co. Add Chs. 5 and 10; remove Ch. 8 reservation.
Longview—KFRO. Add Ch. 12 to Longview; change Ch. 12 to 10 in Shreveport, La.; change Ch. 10 to 5 in El Dorado, Ark. UHF Chs. 32 and 38 presently assigned to Longview may be changed to either Gilmer or Tatum, Tex.
Longview—East Texas Television Co. Add Ch. 9 at Longview and Ch. 10 at Lufkin.
Lubbock—KFYO. Transfer Ch. 5 from Amarillo to Lubbock; substitute Ch. 9 for Ch. 5 at Monahans.
McAllen—McAllen Television Co. Supports allocation.
San Angelo—City and Board of Development. Favors reservation.
San Antonio—Planning Board. Supports reservation, urges VHF.
Sherman—Sherman Television Co. Add Ch. 12.
Sherman-Denison area—KRRV. Add Chs. 10 and 17, affecting other cities.
Temple—KTEM. Add Ch. 6.
Victoria—Lack's Stores Inc. Add Ch. 12, deleting from San Antonio.
Waco—KWTX. Supports allocation.
Weslaco—KRGV. Delete Ch. 2 from Monterey, Mex., and assign to Weslaco, and Saltillo, Mex.; delete Ch. 4 and 5 from Brownsville, Tex., and assign to Weslaco-Harlingen.
Wichita Falls—KWFT. Supports allocation.

UTAH

Ogden—Support reservation: Public Schools; Weber College.
Price—KOAL. Add Ch. 6.
Salt Lake City—KALL. Add Ch. 2, affecting several Utah cities.
Salt Lake City—State Sup't. of Pub. Instruction. Supports reservation.
Tooele—Oquirrh Radio & Television Co. Switch VHF Ch. 2 from Logan to Tooele; VHF Ch. 12 from Ogden to Logan; Ch. 9 from Provo to Ogden; Ch. 11 from Price to Provo; Add Ch. 6 to Price, and UHF Ch. 39 to Montpelier.

VERMONT

Burlington—U. of Vermont. Favors reservation.

VIRGINIA

Bristol—WYCB. Add Ch. 5 and 46, now proposed for Bristol, Tenn.
Charlottesville—City of Charlottesville, Charlottesville Chamber of Commerce, and WCHV. Oppose proposed allocation of UHF noncommercial assignment to city; want VHF commercial assignment instead, or in addition.
Danville—WBTM. Favors allocation; prefers VHF.
Lynchburg—WLVA. Supports Ch. 13. Asks amendment of adjacent channel standards.
Lynchburg — WWOD. Add second VHF channel.
Newport News—WGH. Add Ch. 2; delete Ch. 12 from Norfolk-Portsmouth, substituting Ch. 2 there.
Norfolk—WTAR-TV. Opposes change to Ch. 10; suggests switching Norfolk Ch. 12 for Richmond Ch. 3, requiring WTAR to switch from Ch. 4 to 3, or to add Ch. 2 to Norfolk and require WTAR to change to Ch. 2.
Portsmouth—City Council. Supports reservation.
Richmond—WRVA. Shift Ch. 8 from Petersburg to Richmond, assigning Ch. 59 to Petersburg.
Richmond—WRNL. Add Ch. 8.
Richmond—WTVR. Supports Ch. 6 allocation.

WASHINGTON

Bellingham—KVOX. Add Ch. 18, affecting Chilliwack, B. C.
Ellensburg—KXLE. Endorses allocation.
Olympia—KGY. Move Ch. 11 from Tacoma to Olympia.
Pullman—Washington State College (KWSC). Supports reservation.
Seattle—KIRO. Add Ch. 2 to Seattle if it does not mean removal of Ch. 6.
Seattle—KOMO and KJR. Shift Ch. 2 to Seattle from Victoria, B. C., substituting Ch. 3.
Seattle—Support reservation: Seattle U.; Seattle Pacific College; Public Schools.
Tacoma—Public Schools. Supports reservation; prefers VHF.

WEST VIRGINIA

Beckley—WJLS. Add Ch. 6.
Bluefield—WHIS. Add Ch. 6 to Princeton, W. Va.; contends Ch. 41, allocated to Bluefield, unsuitable due to rough terrain.
Huntington—WSAZ-TV. Add Ch. 3 in lieu Ch. 8; add Ch. 8 at Charleston in lieu Ch. 3; add Ch. 4 to Beckley; substitute Ch. 4 for 5 at Raleigh; substitute Ch. 5 for 4 at Chapel Hill, N.C.
Huntington—Marshall College. Supports UHF reservation; prefers VHF.
Wheeling—WWVA. Supports allocation; asks consideration of rough terrain.

WISCONSIN

Green Bay—WJPG. Add Ch. 2.
Madison—WIBA. Supports allocation.
Madison—WISC. Allocate Chs. 21, 27, 33 for commercial use; reserve Ch. 3.
Marinette—WMAM. Favors allocation.
Milwaukee—WEMP. Add Ch. 6; substitute Ch. 2 for Ch. 6 in Green Bay, Wis.
Milwaukee—WISN. Add Ch. 6 and remove Ch. 10 reservation.
Wausau—Alvin E. O'Konski (WLIN, Merrill). Supports allocation.

WYOMING

Laramie—U. of Wyoming. Supports reservation.
Laramie—Warren M. Mallory, consulting engineer. Switch Laramie Ch. 18 for either Ch. 11 or 13 at Cheyenne.

HAWAII

Honolulu—KULA. Move reservation from Ch. 2 to 7, 9, 11 or 13.

PUERTO RICO

San Juan — Dept. of Education (WIPR). Supports reservation. Wants freeze lifted.
Moline (Quad Cities in Iowa and Ill.)—WQUA. Requests Ch. 10. Suggests changes in 34 cities. WTMJ-TV Milwaukee would be moved from Ch. 3 to 6 (as FCC proposed); WLAV-TV Lansing, Mich. from Ch. 7 to 10 instead of Ch. 6; KSD-TV St. Louis from Ch. 5 to 4.

THE GEORGIA PURCHASE
the Georgia Trio
ONLY A COMBINATION OF STATIONS CAN COVER GEORGIA'S MAJOR MARKETS
WAGA ATLANTA 5,000w • 590kc
WMAZ MACON 10,000w • 940kc
WTOC SAVANNAH 5,000w • 1,290kc
(ALL CBS AFFILIATES)
Represented individually and as a group by
THE KATZ AGENCY, INC

KBA MEETING
Set June 7-8, Louisville

SPRING meeting of the Kentucky Broadcasters Assn. has been scheduled for June 7-8 at the Seelbach Hotel in Louisville.

Hugh O. Potter, WOMI Owensboro, secretary-treasurer of KBA, said that while the program cannot be announced in detail until acceptances are received, a tentative outline of the two-day schedule is as follows:

June 7: 9 a.m., registration; 10 a.m., executive committee meeting; 11 a.m., general business session; 12:30 luncheon; 2-5 p.m., sales clinic with a leading figure from industry to speak.

June 8: 10 a.m., sports broadcast fee problem, principally as it relates to charge made by U. of Kentucky for broadcast rights of state high school basketball tournament games and a proposal by the Western Kentucky High School Conference to initiate fees for high school football broadcasts; 11:30 a.m., BMI session; 12:30 p.m. luncheon with a speaker to be announced; 2-5, television session; 5:30 p.m., cocktails, 7 p.m., dinner with floor shows to follow.

LBS PROGRAMS
Four More Shows Added

LIBERTY Broadcasting System has added four more shows to its network lineup, talent on which reportedly brings total talent expenditure on new programming to $1 million.

Heading the list is *Around the Sports World*, featuring commentary by Screen Star Mickey Rooney from Hollywood, which will be broadcast Saturday from 8 to 8:15 p.m.

Jim Ameche, Chicago announcer and program director at WFJL (FM), and singer Danny O'Neill are featured in *Breakfast With Danny & Jim*, which originates in Mr. O'Neill's home in Oak Park, a Chicago suburb. The feed is made by WOPA Oak Park, a Liberty affiliate. The five-a-week strip is aired from 9:30 to 10 a.m.

Other new features are *Hollywood Editor*, with Carl Shroeder, editor of a movie fan magazine, and Russ Morgan and his orchestra.

KUOA
SILOAM SPRINGS, ARK.
ONE OF THIS WEEK'S ADVERTISERS
FUL-O-PEP FEEDS
A Product of Quaker Oats Company
5000 WATTS
M.B.S. AFFILIATE
Serving 4-State Area
Mo. Ark. Kan. Okla.
Associated With KGER
Long Beach, Calif.

Farm Dollars

(Continued from page 28)

in outlets, in a territory where new dealers are not easy to get.

Aside from radio, the company's advertising is confined to billboards, painted barns and occasional insertions in farm trade journals. Radio is Aubrey's basic medium.

Glen Aubrey, son of the present head of the mills and one of the principal executives, has said:

"If you have something that the farmer needs, he'll listen. Frank Cooley gives him information in which he is vitally interested. There's no better way to reach the farmer."

The sales history of the company reflects the enormous boost of radio.

From 1947 to 1948, before the mills used radio, business increased 10%. In 1948-49, the first year of its sponsorship of WHAS' *Market Digest*, sales jumped 35%. The overall increase from the beginning of its radio advertising to the present is the whopping 225%.

Buys By Radio

Aubrey & Co. uses radio to buy as well as sell.

When the time comes for Aubrey to stock up on wheat, soy beans or corn, Mr. Cooley slants his commercials to announce that Aubrey is in the market.

Format of the program varies with the time of year. During the tobacco season, Mr. Cooley and Don Davis, assistant farm program director of WHAS, report on 28 tobacco markets in Kentucky. Market news from Louisville, Cincinnati, Indianapolis, St. Louis and Chicago, the five big livestock markets in which WHAS listeners are principally interested, is also reported. The program closes with a weather report.

Aubrey's radio campaign costs from $12,000 to $13,000 a year, a price that has remained constant since the time the firm bought the program. Farm department executives at WHAS believe it is an excellent example of Class C time being used to the greatest advantage.

The Aluminum Co. of America, Alcoa, Tenn., has nothing whatever to sell farmers; its entire production is on call to the government. It undertook sponsorship of the WNOX *Voice From the Farm*, three years ago, as a public relations campaign.

For one thing, many of its workers are part-time farmers. For another, the company seeks the goodwill of residents of the area where it is situated.

Commercials on the program are strictly institutional. They emphasize cooperation in the defense effort, urging listeners to conserve aluminum utensils, buying only what they need and putting their surplus money in defense bonds.

The radio campaign has resulted in building friendly feelings for Alcoa throughout the WNOX area, among farmers and government officials alike.

One County Agent recently pointed out how useful the program is to his work. "If I have an idea that I want to get across to the farmers in my county," he said, "I have several choices. I can call them together in small meetings at night. I can call them individually on the telephone or call at their individual farms . . . each of which takes a great deal of time and reaches only a comparative handful of men.

"I can write them a letter, which they probably will read and forget, or perhaps not read at all. Or, I can spend three or four hours helping to make a *Voice From the Farm* recording, and know that from 75% to 90% of my farmers will be talking about it the next time I see them."

Voice From the Farm is conducted by Cliff Allen, WNOX news and farm editor, and by H. P. Wood, assistant county agent who now devotes his entire time to the program.

It features recorded interviews not only with agricultural experts like county agents, specialists from the U. of Tennessee and the State Dept. of Agriculture but also with farmers who have useful information to give.

Shortly after the program went on the air a corn production contest was adopted. It was continued for three years. One yield of 213.3 bushels per acre by a contestant has been checked.

The contest was changed this year to pastures since many farmers did not have the quality of land or the equipment necessary to raise corn. The entire contest idea has the cooperation and backing of the U. of Tennessee as well as government agencies.

Not long ago, Messrs. Allen and Wood turned up in Sequatchie County a farmer who was still working his fields at the age of 75. He explained he had planned to retire but had decided not to. He said he was learning too much about farming to quit. As he put it, "I've learned more about farming in the past five years than I ever learned in the first 48 I farmed."

Mr. Allen asked him: "But didn't you farm with your head as well as your hands during those first 48 years?"

"Yes," he said, "but the trouble was I never had anybody else's head to use."

It is such evidence as this that encourages the Aluminum company to keep *Voice From the Farm* on the air.

Radio Reception

BILL in the Florida Senate would direct state's Railroad and Public Utilities Commission to require telephone-telegraph and power companies to stop man-made interference with radio reception on state roads.

IN GRAND RAPIDS, MICHIGAN
WLAV
AM-FM-TV

ON THE BALL . . .
Detroit Tiger broadcasts always win afternoon audiences in Michigan. In Grand Rapids, it's WLAV and WLAV-FM.

DOUBLE HEADER . . .
WLAV and WLAV-FM are combined to give intense AM local coverage plus widespread bonus of 50,000 FM sets.

A HOME RUN . . .
Your advertising message reaches more homes, more business places, more auto listeners, more of everybody you want to sell on WLAV and WLAV-FM.

GET ON BASE . . .
Any position between 1:00 PM and 6:00 PM is a strong selling position every day on these baseball and planned music afternoons. No other baseball on radio or television in Grand Rapids.

Note: WLAV-TV will not carry baseball nor will any other radio station in Grand Rapids carry baseball.

WLAV *exclusively for the Tigers*

For availabilities call JOHN PEARSON CO.

TV Briefs

(Continued from page 91)

cast facilities" under the Communications Act.

Suggested Shifts

He suggested shifting of proposed channels in Colorado or among the states of Colorado, Wyoming and Nebraska.

Emphasizing that he was speaking solely "in the public interest," Sen. Johnson pointed out that "no competitive network system can be effected without service to and through Denver" as a connecting link between East and West.

Touching on another factor, he declared:

". . . The people of Denver, under the present proposal, will be deprived of the programs of a number of networks and the adverse influence of monopoly will affect national and local advertisers who seek the Denver markets."

Radio Attorney Arthur Scharfeld in behalf of several stations objected to the principle of VHF-UHF channel intermixture on grounds such policy is not in the public interest because of technical differences between VHF and UHF which preclude free competition in the same area. As a solution he suggested commercial stations be assigned the UHF with educational groups getting VHF channels.

"If there is sufficient knowledge of the characteristics of UHF channels to allocate them to the television broadcast service at all," he said, "the allocation problem of providing both an adequate and competitive television service in the nation can be solved by assigning all commercial television broadcasting to the UHF band." His explanation continued:

In addition to serving the public interest by providing for equality of competition in the commercial television broadcasting service, many perplexing legal, administrative, and other problems would be solved by relegating all commercial television to UHF.

The question of whether Sec. 307(b) of the Communications Act would be violated by distributing VHF and UHF channels as though they are equal facilities would become moot. The troublesome problem of procedure in competitive hearings for television channels in communities where both VHF and UHF channels are available would be eliminated.

The two network system (of VHF stations) which is threatened by the paucity of the superior VHF channels in most communities would be expanded perforce if all commercial stations were competitively equal—on UHF. And the allocation difficulties evident in the Third Notice of Rule Making herein caused by the existence of television stations authorized before the "freeze" would be largely eliminated.

There need be no injury to the owners of VHF broadcasting stations and receivers caused by the assignment of all commercial television broadcasting to the UHF band, since a reasonable period of time can be provided for existing VHF commercial stations to convert to UHF.

Nor should there be any need to fear injury to the public because UHF is not a sufficiently good television medium: If UHF is not a sufficiently good television medium to stand alone, it is certainly not good enough to stand against VHF, as proposed by the Commission, and should not be utilized for television broadcasting at this time.

Mr. Scharfeld's presentation was made for WISC Madison, Wis.; WTOA (FM) Trenton, N. J.; WERC Erie, Pa., and Lehigh Valley Television Inc., TV applicant at Allentown, Pa. WTOA and Lehigh Valley further questioned legality of a fixed allocation plan. They noted that Sec. 307(b) of the Communications Act, among other provisions, gives FCC authority to allocate frequencies only when valid demand is evident, or specifically, applications.

First commercial station to formally contest legality of the educational reservation, and also legality of the overall allocation rule making proceeding, was WKMH Dearborn, Mich. Prepared by the Washington law firm of Bingham, Collins, Porter & Kistler, the WKMH petition asked oral argument on the issues before the June 11 commencement of the city-by-city hearing. WKMH contended this hearing would be rendered moot and the freeze could be lifted promptly if its views are found to be correct.

Under the present FCC plan, WKMH saw no practical end of either allocation litigation or the overall freeze.

WKMH argued Congress has not granted FCC the "power and authority to reserve and/or allocate channels for future use by noncommercial educational stations with the result that any such [FCC] rules and regulations will be invalid."

The Dearborn station further contended the Commission's proposal to "allocate specific facilities to specific cities or areas prior to receipt and consideration of applications violates not only Sec. 307(b) of the [Communications] Act but . . . intent of Congress."

Use as Guide

As a solution, WKMH suggested FCC use its allocation plan as general guide, similar to standard broadcasting practice. It held such a procedure would: (a) eliminate most if not all legal objections; (b) provide for flexibility as the art progresses technically; (c) encourage technical research; (d) permit lifting of the freeze almost immediately without need for further complicated and lengthy hearings ("the hearings on the specific allocation plan is now just as important and final to many applicants as a formal hearing on an application"); and (e) remove a tremendous workload from FCC.

Educational reservation of Channel 13 at Indianapolis was protested as illegal by WIRE, WISH, WIBC and WXLW there.

WISH also pointed out "any form of allocation of television channels based on preferential classification of licensees or on a specific type of program service or both would result in effective censorship of programs and constitute an interference with the right of free speech," also prohibited by the Communications Act.

WIBC stated it "desires to make its position clear that there should be educational television stations. The record of a number of educational institutions in radio such as the U. of Illinois and the U. of Wisconsin, has been a meritorious one but Petitioner believes that the rigid allocation of a certain number of television channels for exclusive educational use is illegal."

Regarding station separation requirements, WIBC asked alternative use rather than joint use of 180 mile city-to-city and 170 mile transmitter-to-transmitter separation.

William H. Block Co., TV applicant at Indianapolis, felt minimum mileage separation requirements should not be rigid to the extent no exception may be made in instances where it is demonstrated public interest would be served through such relaxation of the requirement. Firm also thought separation minimums should be based on transmitter locations rather than cities.

Indianapolis Public Schools told FCC they see no money available for an educational station and hope for time on commercial outlets. Butler U. also cited lack of funds.

Fort Industry Co., in behalf of its WGBS Miami, requested removal of the educational reservation of VHF Channel 2 there and suggested that UHF Channels 29 and 35 be reserved instead. WGBS also requested:

That the Commission adopt the policy and specifically provide in its Rules and Regulations that in case of each television broadcast channel reserved in this proceeding for noncommercial educational use, such reservation will be reviewed at periods not exceeding six months, and will be continued in effect only upon a specific written showing by one or more qualified educational organizations that such organization or organizations are actively proceeding with the necessary preliminary steps preparatory to filing an application for the specific reserved channel, including a statement of the estimated date when such application will be filed for said specific reserved channel.

KIOA Des Moines pointed out "interference . . . is of necessity dependent solely upon transmitter location and not upon city-to-city separation. . . . there is no justification for enforcing the city-to-city co-channel separation of 180 miles, if the separation of 170 miles between transmitters can be satisfied."

KIOA's Stand

Asking elimination of the reservation of VHF Channel 11 at Des Moines, KIOA pointed out even if FCC has legal authority to make reservations, such restriction on the use of Channel 11 there "is not supported by evidence or record and violates all principles of equitable distribution of TV broadcast facilities."

KIOA also charged FCC failed to give adequate notice of its intention to reserve VHF channels pointing out the July 11, 1949 notice invited comments only "concerning the possible provision for noncommercial educational broad-

K F X J

celebrates its

Silver Anniversary

IN THE SILVER STATE

A QUARTER CENTURY

Of Service

In the Tradition of Free American Radio

1926 **K F X J** 1951

GRAND JUNCTION, COLORADO

Rex Howell, *President* Chas. Howell, *Secty.-Treas.*

1000 WATTS 920 KC

Also this month marks first birthday KGLN, Glenwood Springs, Colorado

RCA INSTITUTES, INC.

One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.

Address inquiries to Placement Director

RCA INSTITUTES, INC.

A Service of Radio Corporation of America

350 W. 4th St., New York 14, N. Y.

cast stations in the 470 and 890 mc band."

KIOA said Iowa State's WOI-TV at Ames, temporarily "commercial," is already an educational station whose coverage area includes Des Moines, hence there is no need for a second VHF reservation for the area at Des Moines when a UHF channel would suffice for local educational use.

McClatchy Broadcasting Co., licensee of stations in California and Nevada and TV applicant at Sacramento and Fresno, urged proposed standards be modified to "permit greater flexibility in the allocation of television facilities in order to provide for their maximum utilization."

Station separation based on distance between city post offices is unrealistic, McClatchy said, indicating transmitter-to-transmitter separation should be the criteria. Firm also urged provision be made for additional assignments at reduced power under certain conditions and to provide for assignments based on natural protections and service extensions such as mountain ranges.

WIP Philadelphia, which has gone through comparative hearing with Daily News Television Co. there on its application for VHF Channel 12, contended FCC's proposed removal of Channel 12 from Philadelphia would deprive WIP of due process of law. WIP explained the hearing was completed even before the imposition of the freeze and large sums of money were spent in the litigation. No decision has been issued.

Wants Channel 12

WIP urged certain exceptions to FCC's rules to allow retention of Channel 12 there. Included was provision that WGAL-TV Lancaster, Pa., would have to operate with a directional antenna on Channel 4 to protect WNBW Washington and WNBT New York.

KFI-TV Los Angeles requested modification of provisions so that stations having antennas at such heights as atop a mountain would not be prevented from using sufficient power to cover the metropolitan area required to be served.

KTRH and KXYZ Houston asked that separations in excess of 180 miles not be required in the special case of adding two VHF frequencies there, modifying FCC's proposal for greater separation in the Gulf Coast area because of troposphere.

WTIC Hartford, Conn., urged that FCC's general rules be enlarged to permit the UHF "flexibility" channels to be assigned to communities for which other channels already are provided in the assignment table. WTIC also asked that minimum separation and directional antenna restrictions be relaxed to permit exceptions where public interest would be served.

WJR Detroit told the Commission "maximum use of the VHF spectrum can better be assured by providing in the rules and standards that assignments may be made even though the city-to-city co-channel separation is less than 180 miles provided the transmitter-to-transmitter separation of 170 miles is not violated." WJR also suggested the rules might provide that in cases where the city-to-city separation is less than 180 miles, "a special showing must be made that such assignments will not unduly restrict the location of transmitters in either city."

Delete Spacing

WPDQ Jacksonville, favoring elimination of a Channel 7 reservation for non-commercial educational station, advocated deletion of any reference to spacing between cities "as a criterion of allocation." Station also requested that provision be made for additional reduced power assignments where they will not cause interference "greater than would exist with 180 or 170-mile spacing" and such assignments would better fulfill priority requirements of the Communications Act. WPDQ suggested allocation of VHF Channel 10 to Jacksonville along with other proposed assignments.

WGR, WKBW and WEBR Buffalo, in a joint comment, suggested the following qualifications be added to the spearation limitations:

> Assignments may be made even though the city-to-city separations are less than indicated provided the required transmitter-to-transmitter spacing is maintained. In such cases, however, a showing must be made that due to natural features of the terrain, location of airports, location of bodies of water or similar factors, such assignments would not unduly restrict the location of transmitters in either city.

WXGI Richmond, Va., asked no VHF or UHF freeze lift until the allocation plan is made final and return of all pending applications. Station thought share-time stations should be allowed in the same city and provision for equal allotment of facilities to all networks in two channel cities.

Communications Measurements Lab. opposed the 41.25 mc standard IF, recommended its own proposed 111.75 mc IF and "fold-in" principle of allocation, reducing station separations.

James C. McNary, consulting engineer, cited what he considers to be errors in certain UHF propagation curves used in FCC's revised plan. He also felt use of off-set carrier operation in the UHF will require development of new frequency control apparatus and will probably require continual monitoring of this apparatus from a central frequency standards, such as WWV, to maintain satisfactory operation. He suggested the specification of UHF channel component frequencies be deferred until after an informal engineering conference on the subject.

Mr. McNary noted maximum UHF power of 200 kw as proposed has appeared unattainable until recently but he now is "in possession of information indicating that an amplifier tube capable of a power output of 25 kw is feasible, which, with an antenna gain of 20 and a transmission line efficiency of 80%, would result in an effective radiated power of 400 kw (26db)." He asked that power in excess of 23 db on Channels 14 through 83 be considered on an individual basis.

A. Earl Cullum, consulting engineer, opposed Appendix A for: Failure to allocate additional TV channel in 72-78 mc range; arbitrary restriction placed on power in upper VHF and UHF channels; limitations on use of tall antennas by reason of adjacent channel interference; arbitrary restriction on use of directional antennas, limiting ratio of maximum to minimum radiation to 10 db.

Loyola U. of the South, licensee of commercial AM station WWL New Orleans and commercial TV applicant for Channel 4, indicated it considers the reservation of Channel 2 there "and the attendant withdrawal of that channel from use for general broadcasting purposes is beyond the power and discretion delegated to the Commission by the Communications Act."

The U. of Missouri, which proposes to apply for a TV station in Columbia, Mo., requested the Commission to authorize 50% commercial operation on channels reserved for educational purposes.

The university told FCC that while non-commercial educational outlet is desirable, it is convinced that a station "devoted entirely to education could not be maintain, indefinitely, a program schedule which would be of continued interest to viewers."

With permission for partial commercialization, the university said it felt that (1) more educational institutions would be in a better position to operate stations "to the benefit of the public at large without materially affecting strictly commercial stations," by offering better programs, and (2) commercial programs will "break the monotony of continuous educational" fare and enable stations to attract and hold audiences "continuously seven days a week."

The university would help defray operating and production expenses of its proposed station through income received for commercial programs.

College of St. Thomas, Roman Catholic school at St. Paul, Minn., was one of the few educational institutions requesting removal of reservation upon a local channel so it might be used commercially. The college indicated it plans to seek a commercial station there and is willing to compete with commercial applicants in a comparative hearing. It asked lifting of

(Continued on page 102)

A CHAS. MICHELSON HIT!

"STORIES OF *Fabulous Gems*"

5 MIN. SHOWS TRANSCRIBED

for particulars

CHARLES MICHELSON, Inc.
15 WEST 47th ST., NEW YORK 19

WED HOWARD, Chicago's newest disc jockey sensation, now is featured in a second Monday-thru-Friday series (10:25 to 11:00 p.m.) on Station WMAQ (Chicago). His daily 5:15 to 5:45 p.m. strip launched last fall has registered steady audience gains and currently is SRO for new sponsors. NOW is the time to check the new Wed Howard availability with your WMAQ or NBC Spot salesman.

Now in our 30th year of service . . .

WMAQ CHICAGO

programs promotion premiums

CONGRESSMAN SPEAKS

WLIB New York inaugurated *Congressional Report* bi-weekly series by Rep. Adam Clayton Powell (D-N. Y.), May 3. Mr. Powell interprets and analyzes significant developments in both houses of Congress and comments on current news from Washington. Program originates in station's studios and marks the first time a member of Congress is heard in regular broadcasts to the people of New York and the surrounding area, station reports.

'ALL EYES AND EARS'

CHUM Toronto sends to a rapidly increasing number of outlets a weekly radio column entitled, "All Eyes and Ears." The newsy, entertaining column is written by Phil Stone, sportscaster and public relations officer for CHUM. Robert L. Lee, station manager, said, "It is being used in its entirety by a constantly growing number of publications. . . ."

KENTUCKY DERBY

ALTHOUGH the Kentucky Derby was not telecast at the time of running, WAVE-TV Louisville, managed to display a still-picture of the finish of the race 15 minutes after it was run. This was done through efficient planning, a self-developing camera, and a motorcycle to cover the three miles between Churchill Downs and the WAVE-TV studios. Other programs featured stills of the pre- and post-Derby highlights.

LANG-WORTH
FEATURE PROGRAMS
SELL JEWELRY!

LANG-WORTH
FEATURE PROGRAMS, Inc.
113 W. 57th ST., NEW YORK 19, N. Y.
Network Calibre Programs at Local Station Cost

KSAN BROCHURE

KSAN San Francisco sending small green folding brochure to agencies giving data on San Francisco market. Piece is headed " . . . you are cordially invited . . . to check the January-February Pulse of San Francisco . . ." Green and red lettering on light green background gives rating for station on Sundays from 2 to 4 p.m. as compared to other network and independent stations in area.

BETTY STROH, of the Roberts Dairy Co., Lincoln, Neb., is nearly inundated with carton tops as children rush to join the Junior Firefighters Brigade announced over KFOR Lincoln. The brigade is part of the *Firefighters* radio program package offered by the William F. Holland Productions Inc., Cincinnati. Already, one of every two youngsters of eligible age in Lincoln have responded to KFOR's call for Junior Firefighters, it was reported.

NEWS TWICE AN HOUR

CKNW New Westminister, B. C., for last seven years featuring news every hour 24-hours a day, starting news on half-hour as well. Station started some half-hourly newscasts three months ago and found popularity warranted expansion of news schedule.

WATV HONORED

WATV(TV) Newark was formally honored by New Jersey State Senate in ceremonies at State House in Trenton on May 4, for its program, *Know Your State*. In presenting state flag to Robert B. MacDougall, educational activities director, Senate President Alfred B. Littell read part of Senate concurrent resolution No. 11: "Television station WATV is hereby commended for its conduct of programs relative to the civic affairs of the state under the name, *Know Your State*, and for its accomplishment in so conducting said program whereby the citizens of the state have been informed of said matters of civic interest and for the resulting educational benefits to the citizens of this state."

PROMOTION DEVICE

KNX Los Angeles has taken its summer promotion campaign into 19 drive-in theatres. During quarter-hour intermissions, KNX's boast of the "West's Largest News Bureau" is flashed upon the theatre screen. Officials estimate that 360,000 patrons are exposed to this promotion device every two weeks.

LEADS LOCAL POLL

WGAR Cleveland distributing folder showing cartoon-like drawing of child who is working arithmetic problems on blackboard. Inside is excerpt from Cleveland newspaper listing results of local radio poll and caption "WGAR chalks up another victory." Copy explains it is fifth year station has won top honors in annual poll, and pictures of leading performers are shown. Back cover gives audience ratings and other information about station.

STATION PREPARED

WSTV Steubenville, Ohio, installing emergency electric power plant at transmitter site, to be used if regular power should fail. Station has operated last 10 years without needing emergency power, but feels it should be prepared for any eventuality.

WNAX FACTS

WNAX Yankton, S. D., sent to 369 Miller Feed dealers in Minnesota, Iowa, Nebraska and South Dakota set of statistics to show why WNAX is of more advertising value. Statistics reported that on average weekday, 36.5% of families in WNAX area who are listening to radio between 12:30-1 p.m. are tuned to WNAX. And, it was added, remainder of radio audience is shared among 51 other stations mentioned in audience survey.

STATION GOES 'COLLEGIATE'

KBON Omaha turned over station operations to U. of Omaha and Creighton U. students one day each, this spring. This public service promotion was originated in 1948 to give future radio writers and announcers chance to "get their feet wet" in radio business. Students from journalism and radio course participated in all phases of station's operation, helping regular station staff.

WHIO-TV's 'SI'

WHIO-TV Dayton promoting station identification in latest mailing piece. Folder in large-sized print tells of "something new, something exciting, something terrific" that has been added to advertiser's television program. Attached to folder is sample "SI" to be included in sponsor's monthly promotion report "to show why we are enthused about the additional merchandising WHIO-TV is doing."

COMMUNITY SERVICE

KMHL Marshall, Minn., sending trade brochure based on recent flood and station activities during emergency. Piece is headed "The nerve center of a community serving in the public interest." Inside has statement about station and part it played in broadcasting announcements for police, Red Cross, city health department and many other public service needs. It also contains letters from city officials and officials of Red Cross praising work station did during the emergency.

DAYTIME DRIVE

WHLI Hempstead, Long Island, N. Y., has launched "big promotional campaign calling attention to its dominant daytime position on Long Island." Media include trade papers, direct mail, billboards, local newspapers, railroad and yacht club posters, window displays and public exhibits.

Further ideas or samples of the promotion items mentioned on this page are available by writing to the indivdual companies.

immediate revenue produced with regional promotion campaigns

23 years of service to the broadcasting industry

experienced sales personnel will sell community programs throughout your coverage area

HOWARD J. McCOLLISTER Company
MEMBER N. A. B.

66 ACACIA DRIVE
ATHERTON, CALIFORNIA

DAVENPORT 3-3061

PAUL W. McCOLLISTER, General Manager

Strictly Business

(Continued from page 14)

d 10 Canadian provinces.

This vast activity is directed by man who in 1932 began work for FC as an investigator in a West e Chicago branch office.

The man, Newell Taylor Schwin, born in Elkhart, Ind., and lived re until the impressionable age 14 when he moved to Chicago ere he was graduated from holas Senn High School. Then e Ohio State U., Western Re- ve U., and, in 1928, he received degree from Harvard.

With his formal schooling be- d him, Mr. Schwin heeded the ice of Horace Greeley and went st. For two years he worked in cattle and land businesses in ntana. The advertising field ckoned and he went to work for agency which folded during the ression. It was at this point Mr. Schwin joined HFC.

Goes to Headquarters

fter showing promise while rking in the branch office, Mr. win was transferred to HFC dquarters in 1933 as production n in the firm's advertising de- rtment. Five years later he was le district advertising manager. n came Pearl Harbor. In Jan- y 1943 he joined the Navy and ed until November 1945. He action in both the Mediter- an and in the Pacific. When eturned to civilian life, his uni- n carried the double bars of a enant.

e has since been promoted to reserve rank of lieutenant- mander.

ack in harness at HFC, Newell win was made director of ad- ising. Today he is head of a artment of 37 persons and is ponsible for 530 branch offices 65 cities.

FC now uses spot newscasts, shows and announcements in radio markets in the United tes and Canada. This, plus ward R. Murrow on CBS' 12- ion Pacific network three quar- hours weekly.

V-wise HFC buys baseball w adjacencies and spots in Los Angeles, Chicago, Philadelphia and Detroit, in addition to TV spots in five more markets. Television money went into spot announcements in February when HFC dropped *People's Platform* on CBS-TV after 1½ years because of credit control tightening.

HFC used its first TV show in November 1948, sponsoring the Red Wings of the National Hockey League over WWJ-TV Detroit. First radio was used in 1927. WCAU Philadelphia has had HFC business continuously for 21 years.

One might imagine that with such a far-flung, active program, Mr. Schwin would find time for little else. Nevertheless, he is a member of Pi Kappa Alpha and Sigma Delta Chi fraternities and of the Harvard Club of Chicago.

Two Hobbies

Of hobbies, he has two—photography and civic affairs. Mr. Schwin is presently a member of a school board in Skokie, Ill., the Chicago suburb where he now lives.

Mrs. Schwin is the former Mary Lowell and is well-known in the home economics field as a consultant. She was at one time head of the home economics departments for Hotpoint and for Quaker Oats. The Schwins have two children, a girl, 14, and a boy, 11.

TABLE III

GROSS NETWORK TIME SALES FOR MARCH AND FIRST QUARTER 1951, COMPARED TO 1950, BY PRODUCT GROUPS

	March 1951	Jan.-March 1951	March 1950	Jan.-March 1950
Agriculture & Farming	$ 74,575	$ 192,690	$ 95,826	$ 280,961
Apparel, Footwear & Access.	108,990	360,635	120,368	331,200
Automotive, Automotive Access. & Equip.	377,619	1,264,437	406,534	1,624,098
Aviation, Aviation Access. & Equip.	.....	.....	.....	.....
Beer, Wine & Liquor	329,884	976,248	292,939	758,629
Building Materials, Equip. & Fixtures	134,094	344,321	131,024	330,282
Confectionery & Soft Drinks	507,477	1,544,800	625,268	1,842,716
Consumer Services	342,502	906,953	146,182	466,848
Drugs & Remedies	2,127,293	6,448,716	2,280,917	6,521,750
Entertainment & Amusements	.....	.....	.....	.....
Food & Food Products	4,176,012	12,091,189	4,221,789	12,064,909
Gasoline, Lubricants & Other Fuels	548,614	1,632,955	455,078	1,317,027
Horticulture	30,105	42,147	23,488	58,720
Household Equipment & Supplies	245,582	721,658	243,341	761,163
Household Furnishings	77,775	214,221	38,690	115,592
Industrial Materials	172,068	532,461	172,830	561,398
Insurance	287,555	769,978	254,335	796,950
Jewelry, Optical Goods & Cameras	100,792	302,376	104,144	397,489
Office Equip., Stationery & Writing Supp.	88,458	229,914	150,753	435,240
Political	.....	.....	588	1,964
Publishing & Media	8,176	127,655	112,751	464,283
Radios, TV Sets, Phonographs, Musical Instruments & Access.	207,068	531,106	111,739	314,469
Retail Stores & Direct By Mail	3,152	5,264	1,728	5,184
Smoking Materials	1,957,952	5,499,520	2,213,949	6,376,690
Soaps, Cleansers & Polishes	1,659,186	4,706,931	1,762,461	4,977,651
Sporting Goods & Toys	.....	.....	.....	.....
Toiletries & Toilet Goods	2,324,457	7,020,813	2,376,887	6,934,344
Transportation, Travel & Resorts	121,324	370,798	67,860	220,305
Miscellaneous	429,677	1,295,061	435,341	1,363,037
TOTAL:	$16,440,387	$48,132,847	$16,846,810	$49,322,899

SOURCE: Publishers Information Bureau

* * *

March Times Sales

(Continued from page 27)

I lists the top 10 network sponsors in March with the gross time purchases of each. Table II shows the leading advertiser in each product class for the month.

It is noteworthy that Procter & Gamble alone accounts for nearly 10% of the gross time purchases of all advertisers using the nationwide networks during March and that the combined billings of the top 10 network accounts add up to nearly half of the overall total. This concentration is also shown in Table III, listing the network advertising expenditures of the various types of products for March and for the first quarter, with 1950 billings compared to those for the same periods of 1950.

Table III reveals that the top three product groups — Foods, Toiletries and Drugs—account for $8,627,762 of time purchases during March, well over half of the total. When advertising of Smoking Materials and Soaps & Cleansers, ranking fourth and fifth among product groups, are added, the combined gross billings of these five classes amounts to $12,244,900, approximately three times the combined gross of the other 20 classes of advertisers who used the national networks during the month.

SATELLITE CASES

WOL, WINX Affected

ACTIONS on synchronous amplifiers in operation by WOL Washington (formerly WWDC Washington) and proposed for WINX Washington have been announced by FCC. WOL was granted renewal of license for its main transmitter, located at Pierce St. between N. Capitol and First St., NE. Application for license renewal of WOL's synchronous amplifier located at Lanier Drive, Silver Spring, Md., was set for hearing to be held in Washington.

Consolidated hearing on WINX applications for synchronous amplifiers located at 8th and I Sts., NW, and developmental broadcast station KG2XCK, and construction permit to change the main transmitter location of the station from Garden City in Arlington, Va., to 8th and I Sts., NW, was set by FCC. Also included is the proposed setting up of a synchronous amplifier in Rock Creek Park and subsequent abandonment of WINX's present synchronous amplifiers and KG2XCK.

PROTECT YOURSELF, your STAFF, your CLIENTS

from the daily hazard of

LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY

Arising from Editorializing, Speeches, Newscasts, Ad libs, Financial Comment, Mystery Plots, Gossipy Announcements, Man-on-the-street Interviews.

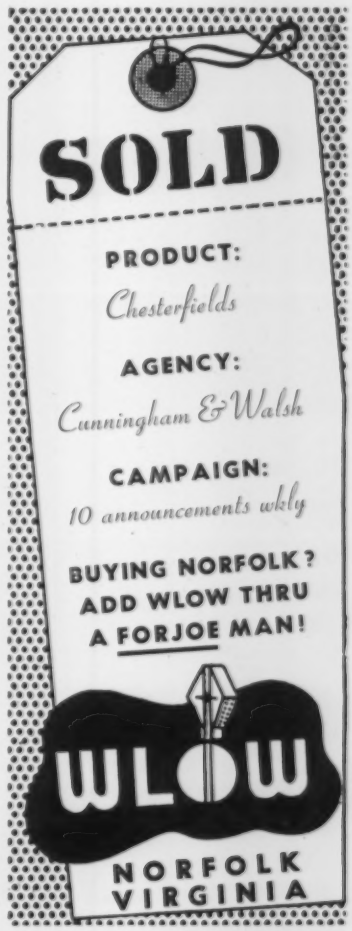
Hundreds of Broadcasters and Newspapers guard this continuous hazard with our special, tailored-to-the-risk Insurance.

USE CAUTION—LADY LUCK IS A DESERTER! IT COSTS SO LITTLE TO BE SURE WITH INSURANCE.

For details, write to the Pioneer in this line.

EMPLOYERS REINSURANCE CORPORATION

Insurance Exchange Bldg. — Kansas City, Mo.

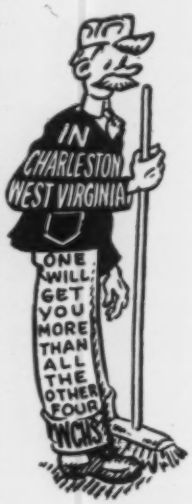


Mr. Jim Brown
BBDO
New York City

Dear Jim:

Here I am awritin' ter you agin, but we got some news here at WCHS thet you an' th' Rexall folks'll be mighty int'rested in. Jest seen th' full Hooper report fer th' Charleston, West Virginny, area an' boy, is it sumpthin'! And it shows thet Amos 'n' Andy is th' highest Hoopered show in Charleston radio! Yessir, Jim, their Hooper is 27, an' even with five radio stations in town, Amos 'n' Andy has 73% uv th' audience when they is on th' air! People shore lissens ter WCHS, Jim. Thet's sumpthin worth keepin in mind.

Yrs.
Algy

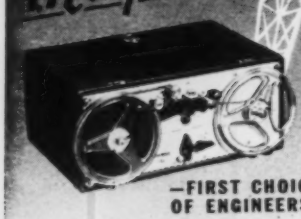


WCHS
Charleston, W. Va.

FOR FINEST TAPE RECORDING

KFOR
Lincoln, Neb.

USES
Magnecorder



—FIRST CHOICE OF ENGINEERS!

Only Magnecorder offers all the flexibility, high fidelity and features you require—at a price you want to pay!

FITS EVERY PURPOSE—EVERY PURSE!

PORTABLE — LIGHTWEIGHT. Recorder in one case — Amplifier in the other. Easy handling — compact!

QUICKLY RACK MOUNTED Units can be combined for studio operation of portable equipment.

CONSOLE OR CONSOLETTE Operation available by combining units in rich Magnecorder cabinets.

For new catalog — write:
Magnecord, INC.
360 N. Michigan Ave., Chicago 1, Ill.

May 3 Decisions . . .

BY THE COMMISSION EN BANC

Designated for Hearing

WTVB Coldwater, Mich.—Designated for hearing in Washington on Jun. 22 re application to increase power from 1 to 5 kw D, change hours of operation from D to unl. with 500 N on 1590 kc, and install DA-DN.

CP Granted

KGDM Stockton, Calif.—Granted CP to change DA to provide slight increases in radiation in null areas; engineering cond.

Designated for Hearing

WJKO Springfield, Mass.—Designated for hearing in Washington on June 26 re application, to increase hours operation from D to unl., change from 5 kw to 5 kw-D 1 kw-N, make changes in DA-D system and install DA-N, operating on 1600 kc; made WWRL Woodside, N. Y., party to proceeding.

Azalea Bcstg. Co., Mobile, Ala. and WSMB New Orleans, La., and Gadsden Radio Co., Mobile, Ala.—Designated for hearing in consolidated proceeding in Washington on Jul. 2 re applications of Azalea and Gadsden Radio, both requesting new AM stations on 1340 kc 250 w unl. and application of WSMB to change day operation from non-DA to DA.

KEYD Minneapolis, Minn. and KSMN Mason City, Iowa—Ordered that application of KEYD to change from 1440 kc 5 kw D to 1020 kc to 10 kw D, be removed from pending file and designated for hearing in consolidated proceeding with application of KSMN to increase power from 1 to 10 kw D on 1010 kc; hearing in Washington on June 28.

May 4 Decisions . . .

BY THE COMMISSION EN BANC

Designated for Hearing

KFST Fort Stockton, Tex.—Upon application by KFST, designated for hearing all matters pertinent to Commission's Order of revocation of CP dated Mar. 14; said hearing to be held in Fort Stockton, at a date to be fixed, before Comr. Walker presiding; and order of revocation shall stand suspended until conclusion of said hearing and the Commission's decision therein.

License Renewal Granted

WOL Washington, D. C.—Granted renewal of license for main trans. located on South side of Pierce St. between No. Capitol and First St., N.E., Washington, D. C., and designated for hearing application for renewal of license of synchronous amplifier located on Lanier Drive, Silver Spring, Md.

Designated for Hearing

WINX Washington, D. C.—Designated for consolidated hearing re applications for renewal of licenses of synchronous amplifiers and developmental station KG2XCK, and CP to change main trans. location and establish synchronous amplifier in Rock Creek Park and abandon present synchronous amplifiers and developmental station KG2XCK as presently operated.

May 4 Applications . . .

ACCEPTED FOR FILING

AM—1410 kc

Bcstrs. Oreg. Ltd., Portland, Ore.—CP for new AM station on 580 kc 1 kw D AMENDED to change from 580 kc to 1410 kc 1 kw D.

AM—980 kc

WWOC Manitowoc Twp., Wis.—Mod. CP new AM station on 980 kc to increase power from 500 w to 1 kw.

Modification of CP

WLBJ Bowling Green, Ky.—Mod. CP to change frequency, power etc. for extension of completion date.

WBBB-FM Burlington, N. C.—Mod. CP new FM station for extension of completion date.

WPAR-FM Parkersburg, W. Va.—Mod. CP new FM station for extension of completion date.

License for CP

WXEL (TV) Parma, Ohio—License for CP new TV station.

APPLICATIONS RETURNED

License for CP

KIKI Honolulu, Hawaii—RETURNED application for license for CP new AM station.

Modification of CP

KLAC-TV Los Angeles—RETURNED application for mod. CP for extension of completion date. (Application unnecessary.)

FCC actions

MAY 3 TO MAY 10

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours
STA-special temporary authorization	CG-conditional grant	

Grants authorizing new stations, changes in facilities, and transfer appear at the end of this department, accompanied by a roundup of station and transfer applications.

May 8 Decisions . . .

BY THE SECRETARY

KXEL-FM Waterloo, Iowa—Granted license for FM station: 105.7 mc, 17.5 kw; 60 ft.

KGAK Gallup, N. M.—Granted CP to install new trans.; cond.

WKBB Dubuque, Iowa—Granted CP to install new trans.; cond.

WAIN Columbia, Ky.—Granted mod. CP for approval of ant. and trans. location and specify studio location.

WCOW South St. Paul, Minn.—Granted mod. CP for approval of ant. and trans. location and specify main studio location.

Following were granted mod. CP's for extension of completion dates as shown:

WPAR-FM Parkersburg, W. Va. to 9-12-51; WBBB-FM Burlington, N. C. to 6-1-51; cond.; WARD-FM Johnstown, Pa. to 6-1-51; KCBC-FM Des Moines, Iowa to 6-24-51; WVOW Logan, W. Va. to 9-1-51; WABA Aguadilla, P. R. to 6-1-51; cond.; KBLI Blackfoot, Idaho to 8-15-51; KWHP Cushing, Okla. to 12-2-51.

Ottawa Bcstg. Co., Ottawa, Kansas—Granted license for remote pickup KA-7942.

Redwood Bcstg. Co., Inc., Eureka, Calif.—Granted license for remote pickup KA-8148.

Bakersfield Bcstg. Co., Bakersfield, Calif.—Same KA-8376.

W T C N - F M Minneapolis, Minn.—Granted license for FM station: 97.1 mc; 11 kw; 450 ft.

WFMB Mayodan, North Carolina—Granted license for FM station: 93.5 mc; 380 w; 130 ft.

WJEJ-FM Hagerstown, Md.—Granted mod. CP to change type of ant.

WGH Newport News, Va.—Granted license for mounting FM ant. on AM southeast tower.

KIJV Huron, S. D.—Granted license covering installation of new trans.

Leonard A. Versluis, Near Porter, Ind. and Near Stevensville, Mich. and Near Cedar Bluff, Mich.—Granted CPs and licenses for installation of new trans. and ant. systems for KSB-59, KQB-30, KQB-29; cond.

Alice Bcstg. Co., Alice, Tex.—Granted CP for remote pickup KKF-228.

WBT Charlotte, N. C.—Granted CP to install new trans.

WINS New York, N. Y.—Granted mod. CP to eliminate requirement for continuous monitoring; cond.

KSID Sidney, Neb.—Granted mod. CP for approval of ant., trans. and main studio locations.

Following were granted mod. CP's for extension of completion dates as shown:

KISS San Antonio, Tex. to 8-1-51; cond.; KSOX Harlingen, Tex. to 7-1-51; cond.; KJCF Festus, Mo. to 5-5-51.

Crosley Bcstg. Co., Cincinnati, Ohio—Granted license for experimental TV KQ2XBH.

Nebraska Rural Radio Association, Lexington, Neb.—Granted license for AM STL KAC-89.

South Shore Bcstg. Co., Quincy, Mass.—Granted CP for remote pickup KQ... 717.

Granted following renewal of licenses on regular basis to May 1, 1954:

KA-8059; KKD-392 (James A. ... New Orleans, La.

Extended following license on temporary basis to Sept. 1:

KA-6919 (The Blue Valley Co.) ... Independence, Mo.

Extended following license on temporary basis to Sept. 1, subject to change in frequency which may result from proceedings in Docket No. ...

KA-3820 (The Blue Valley Co.) ... Independence, Mo.

Granted following renewal of licenses on regular basis to May 1, 19...

KA-4547 Area Los Angeles, Calif.; KA-5582, KA-5583, 5584 Area Hartford, Conn.; KA-5523 Area Hutchinson, Kan.; KA-5242, KA-5512 Area Omaha, Neb.; KA-5284, KEA-874 ... Corning, N. Y.; KA-5702 Area Nashville, Tenn.; KA-2654; KA-3797 ... Cleburne, Tex.; KA-5553 Area Salt Lake City; KIB-694 Richmond, Va., KA-... Area Eau Claire, Wis.

Granted following renewal of licenses on regular basis to May 1, 1954, subject to change in frequency which may result from proceedings in Docket ...

KA-8726 (formerly KAAC), KA-... (formerly KAAZ), KA-8728 (formerly KBKC), Area Los Angeles, Calif., KA-8729 (formerly WAEW), Area Washington, D. C.; KA-8730 (formerly KAQY), Area Wichita, Kan.; KA-... Area Minneapolis, Minn.; KA-8731 (formerly KABE), KA-8732 (formerly KAIE), KA-8733 (formerly KIGA), ... St. Paul, Minn.; KA-8734 (formerly KIIH), KA-8735 (formerly KOTE), ... Omaha, Neb.; KA-8736 (formerly WCBE), Area Charlotte, N. C.; KA-8737 (formerly KBIC), KA-8738 (formerly KBID), Area Salt Lake City, Utah; KA-8739 (formerly WRVD), ... Richmond, Va.

Granted following renewal of licenses on regular basis to Feb. 1, 1952, subject to change in frequency which may result from proceedings in Docket ...

KA-6642, Area Astoria, Ore.

Extended following licenses on temporary basis to Sept. 1:

KA-5247, 5248, Area Louisville, Ky.; KA-5178, to 5181, KA-5481, 5484, Cleveland, Ohio; KA-4917, Area Rio Piedras, Puerto Rico.

Extended following remote pickup licenses on temporary basis to Sept. 1, subject to change in frequency which may result from proceedings in Docket No. 6651: KA-8744 (formerly WHBI), KA-8745 (formerly WMFB), Area Boston, Mass.; KA-5074, KA-8746 (formerly WNBJ), KQA-697, Cleveland, O... KA-8743 (formerly WBGM), Ft. Wayne, Ind.

Granted following renewal of licenses of STL stations on regular basis to May 1, 1954:

KKA-79, Oklahoma City, Okla.

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
STerling 3626

COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
"A reliable service for over 18 years"
For immediate service phone
JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Labs and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 2414
Member AFCCE

McNARY & WRATHALL
RADIO ENGINEERS
906 National Press Building
Washington 4, D. C. DIstrict 1205
Aptos, California Aptos 5532
Member AFCCE

A 43-year background
—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J.
MOntclair 3-3000
Laboratories Great Notch, N. J.

GEORGE C. DAVIS
501-514 Munsey Bldg.—STerling 0111
Washington 4, D. C.
Member AFCCE

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.
Member AFCCE

There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
982 NATL. PRESS BLDG. NA. 3373
WASHINGTON, D. C.
Member AFCCE

GAUTNEY & RAY
CONSULTING RADIO ENGINEERS
1052 Warner Bldg.
Washington 4, D. C.
National 7757

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
Member AFCCE

McIntosh & Inglis
710 14th St., N.W.—Metropolitan 4477
WASHINGTON, D. C.
Member AFCCE

RUSSELL P. MAY
1422 F St., N. W. Kellogg Bldg.
Washington, D. C. REpublic 3984
Member AFCCE

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave.
Dallas, Texas Seattle, Wash.
4212 S. Buckner Blvd. 4742 W. Ruffner
Member AFCCE

E. C. PAGE
CONSULTING RADIO ENGINEERS
WARNER BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCCE

MILLARD M. GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2261
Member AFCCE

KEAR & KENNEDY
1302 18TH ST., N. W. HUDSON 9000
WASHINGTON 6, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
1300 15th St., N. W. REpublic 3883
WASHINGTON, D. C.

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.
Member AFCCE

GUY C. HUTCHESON
1100 W. ABRAM ST. AR 4-8721
ARLINGTON, TEXAS

SILLIMAN & BARCLAY
1011 New Hampshire Ave.
Republic 6646
Washington, D. C.

LYNNE C. SMEBY
"Registered Professional Engineer"
1730 M St., N. W. EX. 8073
Washington 5, D. C.

GEORGE P. ADAIR
Radio Engineering Consultant
EXecutive 5851 1833 M STREET, N. W.
EXecutive 1230 WASHINGTON 6, D. C.
Member AFCCE

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road — Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

ADLER COMMUNICATIONS LABORATORIES
Broadcast, Communication and Television Systems
One LaFayette Lane, New Rochelle, N. Y.
New Rochelle 6-1620

THE WES TURNER CO.
11 years TV Eng. Experience
Construction & Operation
Supervision
1238 E. Camino Real DO 7-6335
ARCADIA, CALIF.
(A Los Angeles suburb)

Member AFCCE

...91, Pittsburg, Calif.

ACTION ON MOTIONS

By Comr. George E. Sterling

...C General Counsel—Denied petition requesting extension of time to ... 4 in which to file exceptions to ... decision in proceeding for assignment of CP of WMIE Miami, Fla.

...C General Counsel — Granted in ... petition requesting extension of ... to June 11 in which to file exceptions to initial decision issued in ...eeding upon applications of WJBK ...roit, Mich.; time extenled to May

...TELS Kinston, N. C.—Granted petition for leave to amend application to ...ect error in horizontal plane pat...

...TTC Kinston, N. C.—Granted motion for order to take depositions in ...port of application.

KRGV Weslaco, Tex.—Granted petition for leave to intervene in proceeding upon application of KJEF Jennings, La.

By Examiner J. D. Bond

WQXI Atlanta, Ga.—Granted petition for leave to amend application in order to correct certain clerical errors; record was reopened for purpose of granting petition and accepting amendment, then closed.

By Examiner Basil P. Cooper

WHUN Huntingdon, Pa. — Granted petition requesting Commission to accept late appearance in proceeding upon application and for continuance of hearing from May 10 to July 10 in Washington.

By Examiner H. B. Hutchison

KFNF Lincoln, Neb.—Granted petition for order authorizing taking of depositions of certain witnesses in proceeding upon application; further ordered Capital Bcstg. Co. be authorized ta take depositions before Dorsey D. Baird or E. E. Stoddard, or some other person qualified under Title IV, Sec. 409(e) of Communications Act of 1934, as amended, at Lincoln, Neb., on May 9 and continuing thereafter until concluded, and further ordered to take depositions of certain witnesses before Earl D. Blakesley or Jewell Savidge, or some other person qualified under same Act, in Shenandoah, Iowa on May 10 and continuing thereafter until concluded.

Aurora Bcstrs. Inc., Ketchikan, Alas.—Granted petition for continuance of hearing from May 8 to July 10 in Washington in proceeding upon its application.

By Examiner J. D. Cunningham

The Johns-Embury Co., Portage, Wis. and Portage Bcstg. Co., Portage, Wis.—Granted joint petition for continuance of hearing in proceeding upon applications from May 3 to June 18 in Washington.

City Bcstg. Corp., Nashua, N. H. — Granted petition to amend application to show substitution of Stanley Lucius for Carter S. Knight in corporate organization, to show former's financial and business interests, and to supply certified copies of current subscription agreements of three stockholders.

KMPC Los Angeles and WJR Detroit and WGAR Cleveland, Ohio—On hearing examiner's own motion, ordered that period for filing proposed findings in this proceeding be extended to May 14.

By Examiner Fanney N. Litvin

Radio Corp. of Toledo, Toledo, Ohio—Granted petition for leave to amend application to indicate on computed horizontal plane pattern for day operation the relative fields and phases.

Pratt Bcstg. Co., Pratt, Kan.—Granted petition for leave to amend application to describe with more particularity trans. site and other technical changes; noted for the record exception of respondent KVGB Inc., Great Bend, Kan.

May 8 Applications . . .

ACCEPTED FOR FILING

License for CP

WPRC Lincoln, Ill.—License for CP

(Continued on page 103

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted, 10¢ per word—*$1.00 minimum* • Help Wanted, 20¢ per word—*$2.00 minimum*
All other classifications 25¢ per word—*$4.00 minimum* • Display ads. $12.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Do you have the knowhow to operate a fulltime network station? Do you want the opportunity to take more responsibility and to be compensated by a share of the profits of a radio station? Are you looking for a chance to earn your way into part ownership of the station you'll manage? **If you do,** and if you are willing to work, to sell, to supervise station relations, I want to hear from you. Call or wire me. Sidney H. Bliss, Janesville Gazette Bldg., 200 E. Milwaukee St., Janesville, Wisconsin.

Salesman

Sales manager—5000 watt independent, upper New York state major market. Excellent permanent position if you can produce. Earnings based on sales with modest salary. Car essential. Picture, full experience desired. Box 635J, BROADCASTING.

Progressive western New York fulltime network station has opening for one hard-hitting time salesman. 15% commission, weekly drawing account. Send service record and references to Box 638J, BROADCASTING.

Salesman for 1000 watt Pennsylvania independent. Block of accounts to start. Only station in area. Must be resourceful and able to write good commercial copy. Box 702J, BROADCASTING.

Salesman sell and service local accounts. Liberal draw and commission. Long established CBS station. Good opportunity, write details or phone 47175, WENT, Gloversville, N. Y.

WFRL, Freeport 1, Illinois needs experienced salesman for established local account list presently billing $1500 per month. 15% straight commission. Guarantee $300 per month for three months with good protected prospect list. Up to $50 a month additional in salary available for man who will work some announcing outside of selling hours.

Salesman: 1000 watt independent wants steady, long-term salesman who can build a good sales record and become part of one of New York's nicest communities. Draw on liberal commission. Write, wire, phone Keith Horton, C. M., WKRT, Cortland, N. Y.

Good opening for experienced salesman. Independent serving the world's greatest chemical center. Gateway to Michigan's famous resort area. Write WMDN, Midland, Michigan.

Announcers

Announcer, some experience, able handle remotes, ¼ kw near N. Y. Box 595J, BROADCASTING.

Station near Dallas needs announcer with first phone. Write Box 608J, BROADCASTING.

Good solid experienced air salesman. Homey approach. News and DJ on midwest indie in ½ million market. Salary commensurate with ability. No "almost goods." Box 611J, BROADCASTING.

Minnesota station needs announcer-copywriter with car. Excellent opportunity. Send disc and details to Box 627J, BROADCASTING.

Experienced announcer-copywriter or announcer-salesman. Non-metropolitan network station in Minnesota. $70.00. Box 660J, BROADCASTING.

Wanted, combination, announcer-engineer, emphasis on announcing. Must have car, 1st class license and be draft exempt. Good working conditions in network affiliated station in south Florida. 48 hours, 6 day week, salary start $282.00 per month. Send full details, disc, snapshot first letter. Box 662J, BROADCASTING.

Help Wanted (Cont'd)

Announcer, midwest network affiliate, must operate console, send complete details, state experience, age, draft status, references and salary requirements. Box 663J, BROADCASTING.

Regional Minnesota station needs combination announcer-engineer. Top pay for a top man. Box 628J, BROADCASTING.

250 watt ABC station wants two announcer-engineers for permanent work Excellent working conditions, good salary, opportunity for advancement. Box 668J, BROADCASTING.

Wanted: Good, experienced announcer for general staff work with 250 watt NBC affiliate in southeast. Sports background desirable but not essential. Send full particulars. Box 692J, BROADCASTING.

Disc jockey—midwest regional wants DJ with original ideas who knows records and can promote. Give salary desired, experience, your ideas of a good DJ show. Box 710J, BROADCASTING.

Announcer with newscasting experience for 50 kw and TV station. Right man can hold top news job. Salary $345 monthly plus fees. Send personal story, picture and audition. Box 712J, BROADCASTING.

Immediate opening. Announcer-engineer first phone. Progressive owner-operated 1000 watts. Plenty of opportunity for capable man. Good salary. KARE, Atchison, Kansas. Contact immediately.

Immediate opening topflight announcer, newscaster with or without first class ticket, above average salary, for above average man. Send complete background, audition transcription to Frank McIntyre, KLIX is Klickin', Twin Falls, Idaho.

Experienced announcer-continuity writer, strong on news and commercials. Send representative transcription with commercial scripts, photo, reference names and experience record. KTFI, 5000 watt NBC affiliate, Twin Falls, Idaho.

Experienced announcer-engineer wanted. Mail full details. WBIP, Booneville, Mississippi.

Two experienced announcer-salesmen, 30-40 years old. Immediate opening. Must be fully qualified for all-round station work. Personal interview and audition only. Phone Manager, WDBC, Escanaba, Michigan.

Wanted: Announcer-engineer, emphasis on announcing. Experience desired but not necessary. Rush disc, full particulars in 1st letter. WDEC, Americus, Georgia.

Announcer: Emphasis as disc jockey. Build as personality. Immediate opening. Write, wire, phone Bill Griffiths, P. D., WKRT, Cortland, N. Y.

Wanted: Combination man, 40 hours, network operation. Good pay. WLDY, Ladysmith, Wisconsin.

Central Michigan station needs combination announcer-engineer. Good starting salary. Experience desired. WOAP, Owosso, Michigan.

Announcer-engineer. Excellent future. Good salary and other benefits. Send qualifications. WOCB AM-FM, West Yarmouth, Cape Cod, Mass.

Combination man. First phone. Opportunity to develop. Good pay, pleasant working conditions. Immediate opening. Hal King, WPKE, Pikeville, Kentucky.

Wanted: Announcer or announcer-engineer immediately. Send disc and complete information first letter. WRRF, Washington, N. C.

Help Wanted (Cont'd)

Immediate opening for experienced announcer with first class ticket. $75.00 per week starting salary. Wire or phone, collect, WVSC, Somerset, Pennsylvania.

Technical

Immediate opening for combo-man with first class ticket, experience not necessary. Good chance for advancement. $225.00 per month to start. Write Box 665J, BROADCASTING.

5 kw Wisconsin station needs licensed engineer for studio and transmitter operation, experience unnecessary. Also studio operator preferably with technical training or taking radio course. Box 673J, BROADCASTING.

Immediate opening for first phone engineer in 50,000 watts Texas station. Car essential. Box 683J, BROADCASTING.

Offer chief engineer who can run a good record show. $300.00 a month for 90-day trial, $400.00 a month permanently. 52-hour week, hospital benefits, paid vacation. Box 701J, BROADCASTING.

Chief engineer, experience maintenance, and all phases. Excellent opportunity. 10,000 watt station. Write full details first letter, salary, etc. Box 720J, BROADCASTING.

Engineer, will train for all phases of small station operation. Hunting-fishing, reasonable living costs. Harold G. Austin, Station KCOL, Ft. Collins, Colo.

Engineer with announcing capabilities not necessarily experienced, needed immediately by CBS affiliate. Contact Jim Duncan, KSIL, Silver City, N. M.

Good engineer and/or good combination man, first phone necessary. Good pay, daytime station. If interested, contact Warren Gilpin, WCOR, Lebanon, Tennessee.

Two men with control and transmitter experience. Vacation period. First class license. $66 per week plus overtime. Chief Engineer, WDAS, Phila., Penna.

Wanted: Engineer for kilowatt daytime station, experience not necessary. Call, wire or write WDBL, Springfield, Tennessee.

Engineer, network station, car essential, transmitter, recording, remote experience. WGEM, Quincy, Illinois.

Wanted: Two transmitter operators at once, car essential. Contact W. H. Malone, Chief Engineer, WGTM, Wilson, North Carolina.

First phone immediately for transmitter shifts, remotes. No announcing. Experience unnecessary. Considerable overtime during summer months. Kilowatt daytimer near beautiful Blue Ridge mountains. WKBC, North Wilkesboro, North Carolina.

Immediate opening engineer-announcer, copywriter-announcer and announcer, give past experience first letter, salary open. WMJM, Cordele, Georgia.

Chief engineer experienced in construction and maintenance. Send letter of complete details and photo. Must have automobile. State starting salary. WOHI, East Liverpool, Ohio.

Engineer. First phone. No experience necessary. Pleasant working conditions in progressive small operation. Contact Hal King, WPKE, Pikeville, Kentucky.

First class phone transmitter operator. Experience not necessary. WSSV, Petersburg, Virginia.

Engineer or combination engineer-announcer, WVOS, 250 watts, Liberty, N. Y.

Help Wanted (Cont'd)

Two combination engineer-announcer needed immediately. Apply to J. Manson, Phone Eighty, Blackstone, V

Production-Programming, other

Program director able to take complete charge of program department in Minnesota station. Must be aggressive. Must be good MC for amateur shows. Must be on the streets, etc. Send disc, details and expected salary to Box 6 BROADCASTING.

Program director, able to take complete charge of program department in highly rated regional station. Major market experience and ability to compete locally with network ratings, no "musts." We expect more and pay accordingly, so please don't reply unless you have an outstanding success record as program director. If you qualify, tell us all about yourself in your first letter. Confidential. Box 632J, BROADCASTING.

Copywriter, midwest ABC affiliate send samples, state typing speed, age, experience, reference, salary requirement. Box 664J, BROADCASTING.

Top salary for woman continuity director. Forward disc, photo, particulars. Also have opening for announcer 678J, BROADCASTING.

News director. The man we want now holding this position in a medium-sized station, doing an outstanding news job, in a competitive market, is looking for a chance to better his present status. He must be a first-rate newscaster, thoroughly experienced in compiling and editing local and wire news, and be able to manage a news department. All replies confidential. Box 631J, BROADCASTING.

Need steady, reliable copywriter who can write good copy. 250 watt NBC affiliate in southeast. Send full details to Box 693J, BROADCASTING.

Major network affiliate in one of the south's largest metropolitan areas will have an opening soon for a program director. We want a man with administrative and executive ability to take over the entire programming department. Creative ideas a prerequisite. Excellent opportunity and good salary. Give full details first letter. Box 74 BROADCASTING.

Wanted: Copywriter-announcer KCOW, Alliance, Nebraska. Start immediately. Send audition and photo

Television

Technical

Licensed operators with commercial broadcast experience for video control and film camera positions at midwest television station. Box 677J, BROADCASTING • *TELECASTING.*

Situations Wanted

Managerial

Manager-sales manager, available Jan First. Strong on sales and promotion sales. Prefer competitive, medium to large market, in south or southwest. No objection to station now operating in red. Box 484J, BROADCASTING.

14 years experience as general manager in markets up to 40,000. Has built two stations from CP to excellent profits. Have hired my own success at present station although owner wished me to remain. Prefer California, Oregon or midwest. Complete references from all former employers. Write Box 559J, BROADCASTING.

Executive, now employed as general manager of two daily newspapers and AM-FM radio combination. Thirty-nine, married, two children. Wife's present company eight years. Seventeen year background in management, sales, programming, writing, announcing, engineering. Familiar with all phases FCC procedure. Labor negotiations with five unions in present job. Looking for wider fields, preferably with radio operation that has future plans. Available upon three months notice to employer. Need $1,000 per month to equal present earnings. Box 671J, BROADCASTING.

Situations Wanted (Cont'd)

...ost of references and excellent sta-...tical record in both audience build-...g and net profits. Tops in public re-...tions and sales. Long-time radio man ...eks larger market and possibility of ...ture TV administration. Box 680J, ...OADCASTING.

...ed of buying red ink? I'll bring my ...e with me and put your station in ...e black in six months or leave. Now ...anager of 5000 watt net affiliate. De-...e profit sharing. Write Box 681J, ...OADCASTING.

...all stations operations in medium ...e city desired. Fifteen years all ...ases background. Sales producing ...as with the knowhow to take com-...te charge. Profit sharing and op-...rtunity to buy interest after reason-...le time preferred. Box 688J, BROAD-...STING.

...n make your station profitable if you ...ed sales manager with extra sales-...an. Can also do copy and program-...ng or complete responsibility. Prefer ...tion needing build-up to ten thou-...d monthly billing in south, south-...st or Texas. Box 694J, BROAD-...STING.

...tion manager, 250, 1000 watts. Com-...ence and success proven by ex-...ience. Thorough knowledge of ra-... from application to profitable on ... air operation. Budget and sales ...ded. Box 707J, BROADCASTING.

...eral manager, $25,000 investment. ...ellent background, top level sales ...d management, would desire joining ...siness group who is soon planning ...plication for television station. ...uld present owners now own AM ...dio station, would consider manager ... station, while application for TV is ...ng processed. Leaving present set-... June 26th and making 10 week tour, ...uld arrange any kind of mutual in-...rview personally. Would consider ... watt up to 5 kw. Nothing larger. ...rried, college, family. Box 717J, ...OADCASTING.

...dium market station sought by ...able manager. Thirteen years ex-...ience sales and programming in-...ding 4 years management. William ...rphy, Station Manager, KULA, ...nolulu.

Salesmen

...rt showman seeks opportunity sales, ...motion, programming. Radio-TV. ...petitive market. Southwest. Box ...J. BROADCASTING.

...vertising salesman, 4 years advertis-...g sales experience. Presently radio ...e salesman, local and national sales. ...nouncing and copywriting. Ad. man-...er, bi-weekly newspaper. Ad. man-...er farm "Shopper." Direct mail ex-...ience. Married veteran, 2 children, ... years old, new car. Proven record ... sales in local New England market. ...w wishes opportunity to produce for ...er concern. Salary and commission ...is. References on request. Box ...J. BROADCASTING.

...irteen (13) years experience: an-...ncing, programming, selling plus 1 ...r TV sports director. Eight (8) years ... employer (Jack Gross, KFMB, ... Diego, Californfa). 38, married, ...n-drinker. Seeks sales or sales an-...ncing job in small midwest or ...thwest market. Will consider TV ...rection work. All replies answered. ...rvin Hull, 971 Main St. Brawley, ...lifornia.

Announcers

...nouncer-veteran, married, age 27, ...ts chance at progressive station to ... all-round staff work. Experienced. ...e available. Box 575J, BROAD-...STING

...rtscaster, 5 years experience, mar-...d, family, draft exempt. Employed ...rts director midwest 5 kw currently ...pping sports programming. Air ...ck tapes baseball, football, basket-...ll. Box 577J, BROADCASTING.

...perienced announcer, 25, single, vet-...n, 3½ years experience, disc jockey, ...ws and sportscast. Prefer midwest. ...e and details on request. Box 607J, ...OADCASTING.

...nouncer, 4 years experience. Re-...red, friendly disc jockey. Also strong ... news, emcee, play-by-play. Cur-...tly employed. Draft exempt. Box ...J. BROADCASTING.

...nouncer, 25, draft exempt. Three ...rs experience. Excellent on com-...rcial and DJ. Permanent. Telegenic. ...x 653J, BROADCASTING.

...perienced announcer, single, veter-..., 25. Two years experience all phases. ... replies answered promptly. Tape ... check available. Box 666J, BROAD-...STING.

Situations Wanted (Cont'd)

Wide awake 8 year successful, competent large market morning disc comic. Combination, employed, married, exempt. $100. Box 670J, BROADCASTING.

Announcer: 26, single, veteran, 2 years college, extensive training announcing, writing. Board experience, radio workshop, ambitious, minimum salary if located Washington, D. C. area. Box 669J, BROADCASTING.

Special events announcer/deejay (B.B.A.), 24, single, exempt. Year 1 kw network independent. East only. Salary plus talent. Operate RCA, Gates. Desire develop own show. Box 672J, BROADCASTING.

Are some of your accounts inactive? Do you have a prospect that's a hard nut to crack? Is your market tired of that same old DJ routine? Are you ready to pay for results? My record in three major markets proves that listeners react strongly to live shows that feature humor, singing and philosophy. If you are geared to employ a big time personality who successfully combines all three of these talents in establishing impressive Hoopers and winning two radio popularity polls in Cleveland, New York and Hollywood, write Box 675J, BROADCASTING.

Announcer-writer-producer. Available June 1 to midwest stations. Ten years experience regional powered stations. Prefer personal audition. Age 32. Large family. Box 679J, BROADCASTING.

Staff announcer desires work with some play-by-play. Three years experience broadcasting major sports. Disc and references. Available immediately. Box 690J, BROADCASTING.

Announcer with first class ticket. 10 years behind mike. Would also like to sell. Salary expected $80.00 a week. Box 696J, BROADCASTING.

Network announcer! Presently with coast-to-coast network, New York City. One of the top announcer personalities in radio and television. Now desire to locate in smaller city. Radio and TV, all phases. Good salary. All replies considered. Box 699J, BROADCASTING.

Thoroughly experienced announcer. Major and small market successes. Tops on news. Commercials sell! Excellent references. Minimum $65 plus talent opportunities. Prefer east or southwest. Box 700J, BROADCASTING.

Sports announcer, age 26. Play-by-play football, baseball, basketball. 4 years experience. Married vet, draft exempt. References and disc on request. College, professional athlete. Box 704J, BROADCASTING.

Woman commentator. Polished style. Breezy, informal interviewing. 1½ years feature broadcasting experience small station. Script and commercial copywriter. Emcee. Programming, newscasting and editing. Desires greater opportunity. Prefer Philadelphia or Miami area. Box 706J, BROADCASTING.

Some experience as announcer, writer and salesman but need more. Will you give me the experience? Mostly quiz and man-on-the-street shows. Single, draft exempt. Prefer midwest and east. Box 709J, BROADCASTING.

Versatile, experienced staffer, specialty news, presently employed midwest 50 kw. Desires comparable position Rocky Mountain area. Mature voice, sound musical background, married, draft exempt, programming experience totaling 6 years, console and turntable operation. Box 713J, BROADCASTING.

Experienced announcer, pleasing voice, delivery. Available two weeks. State salary. Box 716J, BROADCASTING.

Announcer, strong news commercials. Employed. Veteran. Married. 31. Three years experience. Desirous of getting with progressive kw or more. Particularly interested specializing news. Box 719J, BROADCASTING.

Announcer, all-round man. Draft exempt. South only. Box 6, Lake City, Tenn.

Experienced writer and part-time announcer desires announcing job around Pittsburgh area primarily. Write or call Mr. Corretti, 5117 Carnegie Avenue. Pgh. 1, Penna., ST-14570.

Announcer-sportscaster. Graduate accredited radio school. Single, 29, draft exempt. Disc available. Tom Griffin, 1522 Cassil Place, Hollywood, 28, Calif.

Three years experience, singing DJ. Will travel anywhere. Seeks return to field after one year show biz. All offers answered. Eddie Lambert, P. O. Box 16551, Hollywood 38, Calif.

Situations Wanted (Cont'd)

Experienced announcer/engineer. Prefers work in northeast section. Vet, 1st class license. Contact Bob Peters, 8 Upland Road, Brookline 46, Mass., Bea 21855.

Main interests: Sports announcing, commercials and news. Moderate experience. Married. Draft exempt. Disc upon request. Larry Sanville, 3709 East 57th St., Maywood, Calif.

Experienced announcer wants employment anywhere. Available now. Fred Webb, 1509 Lincoln, Toledo, Ohio. Call AD 6609.

Technical

Straight engineering by married veteran. Prefer middlewest. Eight years radio service experience. Transmitter work in Army. Box 674J, BROADCASTING.

Engineer: Directional antenna, construction experience, formerly chief engineer network station, fifty mile radius Washington only. Married, two children, draft exempt. Box 687J, BROADCASTING.

Engineer: Experienced all phases, prefer northeast, draft exempt, car. Box 691J, BROADCASTING.

Summer job, vicinity of New York City. College student, first phone, experience transmitter, control room, maintenance. Box 695J, BROADCASTING.

Combo man. 1st phone. 1 year experience in announcing, DJ, newscasting and continuity. Would like a position with progressive station. Box 703J, BROADCASTING.

14 years radio broadcast engineering experience, all phases. Am interested in permanent position with engineering department in progressive TV station. Family man, definitely not drifter. Please give details first letter. Box 705J, BROADCASTING.

1st class phone, 2nd class telegrapher, amateur. C. R. E. I. student, seeks broadcast, telecast, or telegraph engineering position. Consider any locale. Minimum salary. $75 week. Box 708J, BROADCASTING.

First phone, single, veteran. Now working, desires change, available 2 weeks. Box 711J, BROADCASTING.

Engineer, 1st phone, 10 years experience, 4 years at 5 kw station, age 32 draft exempt. No car, no announcing preferred. New England or east. Paul Graves, 73 Court St., Augusta, Maine. Phone 1242R.

Radio operator with thirty months experience available May 10th. Single, vet, 33, no announcing. Please include particulars. Francis Gunter, Quarant, Mississippi.

Combination man, single, draft exempt, considerable engineering experience, AM-FM up to 10 kw plus directional, some announcing experience, majoring in radio in college, desires summer job as a combo man but will consider anything else. Have own car equipped with 2-way radio suitable for broadcast link use. Available June 10th, John Hill, 212 McCauley St., Chapel Hill, N. C.

Engineer and/or announcer. First class phone (also class "A" amateur), M. A. in English, Columbia University. Now teaching, available June 10. Prefer the east. George Hirshfield, 403 Dechman Avenue, Peoria, Illinois.

Two brothers with 1st class licenses desire transmitter work in or around Spokane, Washington, or in state of South Dakota. Ronald and Rodney Honner, Geddes, South Dakota.

Combination job in radio station near Naval Reserve Center. Holder of 1st class license. Don Newbrough, Lake Park, Iowa. Phone 2407.

Production-Programming, others

Program director-manager of two radio stations. Experienced in all phases of broadcasting. Writer, director and promotion for major networks. Program director, manager, announcer, writer for local stations. Writer-director for television. Never fired. Present employer will recommend highly. Wish program directorship of substantial station with future. Draft exempt. Box 505J, BROADCASTING.

Program director. Experienced. Successful record. Desires change, prefers metropolitan area. $75 minimum. Top newsman, writer, producer. Excellent voice, excellent musical background. Really knows radio. Draft exempt. Available one month's notice. Box 536J, BROADCASTING.

Situations Wanted (Cont'd)

Continuity-announcer, 30, draft exempt. 16 years experience. P. D. experience, writing, producing. Available end of May. Currently with network affiliate as continuity director. Not interested in south. Box 661J, BROADCASTING.

PD of 5000 watter wants executive position at successful, progressive operation. $400. Box 684J, BROADCASTING.

Copywriter, women's commentator, college and radio school graduate, 26, single, year and a half experience, looking for copy job with air work. Not afraid of work if you offer opportunity for advancement. Prefer northeast. Box 667J, BROADCASTING.

Copy, publicity, promotion writer, 8 years print experience, anxious enter radio, TV commercial or continuity writing. Announce also. Anywhere, 30. Box 685J, BROADCASTING.

Newsman, now reporting-rewriting for radio wire service. Seeks newsroom spot, no announcing. 27, married, B. A., draft exempt veteran. Box 715J, BROADCASTING.

Attention agencies, reps, stations, producers etc., Chicago area! Radio TV manager for large advertiser 4 years handling daily and weekly radio and TV network shows, spot campaigns etc., for numerous products desires change to time buyer, director, producer, sales, contact or what have you. College, 26, married, draft exempt. Highest recommendation from present employer. Box 718J, BROADCASTING.

Young lady, college grad, six years radio copywriting with air time, advertising, public relations, desires alive, interesting job with future. Box 721J, BROADCASTING.

Graduate of Northwestern University's School of Speech, B. S. Degree in radio-TV writing, production and programming. Two years experience. Looking for position. Barton Jewell, 312 W. 46 Terrace, Kansas City 2, Mo., VA 4197.

Producer, director. Age 23, veteran, college graduate, A. B. radio. Experience: Producer-director-writer 1000 watt affiliate. Production director college station. Will travel. Jack Markham, Radio Department, Chapel Hill, N. C.

Television

Announcers

Young experienced announcer, Syracuse graduate, wants good announcing position in radio or television, or job in television leading to directorship. Box 682J, BROADCASTING • *TELECASTING.*

For Sale

Stations

New England 250 watt independent in small but good non-competitive market. Will show excellent profit for owner-manager operation. The profit the station is now showing can be increased. Box 586J, BROADCASTING.

Equipment etc.

GE 3 kw FM transmitter and monitor. Box 107J, BROADCASTING.

Presto model "Y" disc recording equipment. Includes recording amplifier and two recording tables. Only slightly used, in good condition. For information and prices, write 697J, BROADCASTING.

Radio station model 403 Brush two-speed tape recorder, also model 401 Brush tape recorder with 500-ohm output. Best offers take either or both, each complete with mike, reels, service manual. Box 497, Freeport, Illinois.

Two self-supporting towers. Brand new, top quality, with insulator, 250 foot height, bargain price. KROW, 464 Nineteenth Street, Oakland, California.

1-8N recording table Presto with 1-C head and automatic equalization; also 1-88A recording amplifier. For sale, best offer. F. O. B. Washington, D. C. Hepburn, 3613 28th St., N. E.

For sale, 200 foot former Truscon broadcast tower. Clarence Seid, 25 Willoughby St., Brooklyn 1, N. Y.

1 Crouse Hinds tower lighting chokes, unit in water tight cabinet. $25.00. 1 rack cabinet 10 ft. high. $12.00. 2 Shure reconditioned #556A mikes, 30-50 ohm. $40.00 pce. 1 tuning unit for 250 watts, 21 A less meter. $100.00. 1, 16 inch Rek-O-Kut, dual speed recorder, Model V with RCA 20 cutting head, turntable enclosed in cabinet, good condition. $175.00. J. Eric Williams, WGAT, Utica, New York.

(Continued on next page)

Wanted to Buy

Stations

Experienced general manager, 15 years fully rounded radio in markets up to 50,000 wishes to purchase all or part interest in single or two station market. Prefer west coast or midwest. Complete references, proven record of profits. 40, family, seeking pleasant permanent location. Write 560J, BROADCASTING.

Station manager. 20 years radio experience and proven management ability desires to buy all, controlling or part interest and manage an established station. Top references. Family man, prefers eastern or midwest location. Write Box 636J, BROADCASTING.

Equipment etc.

Wanted: One kilowatt FM transmitter only for use at college. Box 689J, BROADCASTING.

FM 1 or 3 kw transmitter, monitors, 1-5⅛" line. J. B. Fuqua, WJBF, Augusta, Ga.

Need good used Federal or RCA field intensity meter. Wire Times-Tribune, Corbin, Kentucky.

Situations Wanted

Managerial

Radio newsman with extensive radio, newspaper and film background, seeks employment with progressive AM or TV (or both) news department.

Presently employed at topflight midwest network affiliate.

Prefer employment in eastern or western metropolitan area.

BOX 616J, BROADCASTING

For Sale

Equipment etc.

Available—*for immediate shipment*—new and used Wincharger guyed towers—will sell erected—can supply ground wire. Contact one of the following.

Warren Cozzens, 720 Main St., Evanston, Illinois. Phone: Davis 8-4800.

Henry Geist, 60 East 42nd St., New York 17. Phone: Murray Hill 7-1550.

W. B. Taylor, Signal Mountain, Chattanooga, Chattanooga, Tenn. Phone: 88-2487.

Help Wanted

Salesmen

SALES ENGINEERS

Large electronic equipment manufacturer in the East has several desirable openings for Sales Engineers. No traveling. Experience in broadcast transmitters, audio or video equipment essential. Engineering degree desired but equivalent experience may be substituted.

Give full details, including age, education, experience and salary desired.

Box 648J, BROADCASTING

Technical

RADIO

MARKETING

RESEARCH

World's largest Marketing Research firm has several interesting travel positions in Radio and Television department.

Single men or married men without children can qualify. Age bracket, 25 to 35.

Radio servicing experience or equivalent training is necessary. Men with one year of college or military service training in the fields of Radio—Radar or Electronics will receive immediate consideration.

This is a combination of Technical and contact work but is not a sales position. However, car is required; car allowance and traveling expenses provided. Good starting salary. Excellent opportunity for promotion; salary increases on merit.

Write, giving in detail, age, education, marital status, military status, work experience, salary expectation, phone number and address for early interview.

BOX 599J, BROADCASTING

Midwest Money-Maker

$35,000.00

A well established independent—the only station in a solid, safe midwest farm market. Owner is being called into service and has authorized an immediate sale of all assets—including $10,000.00 in accounts receivable—for $35,000.00

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	360 N. Mich. Ave.	235 Montgomery St.
Sterling 4341-2	Randolph 6-4550	Exbrook 2-5472

TV Briefs

(Continued from page 95)

the reservation on Channel 2. The brief stated in part:

The officials of The College of St. Thomas are convinced that there is a great need for additional television programming of the highest quality to make a substantial contribution to the educational needs of the people of this country.

However, the funds required for the initial construction of a television facility are far from inconsequential. Added to these costs are the rather monumental expenditures required for the day to day operation of a television station.

It can be expected that, in the not-too-distant future, television stations will be operated from 12 to 18 hours daily. The operating costs involved in such an operation would be entirely impractical, if not impossible, for the great majority of educational institutions in this country, particularly inasmuch as educational programs must be produced with equal finesse as other type programs if they are to merit and retain the attention of the viewing audience.

Based upon these considerations and a review of the history of educational institutions as licensees in the standard and FM broadcast fields, it is the determination of the officials of The College of St. Thomas that they could best serve the public interest by operating a facility which would be able to defray the substantial costs involved in the construction and operation of a television facility by selling time on a commercial basis.

The attention of the listening public to educational and instructional type programs can best be obtained by presenting a program service balanced with quality entertainment programs.

Philadelphia city government and Chamber of Commerce entered the allocation fight for addition of Channel 12 there on a commercial basis.

San Diego government and civic groups also protested assignment of only one additional commercial channel while Tijuana, Mexico, is getting two.

Salt Lake Pipe Line Co. petitioned for protection of its $400,000 communication system from possible Channel 4 or 5 interference in the Walla Walla, Wash., area.

United States Conference of Mayors' bulky petition contained multiple local comments for educational reservation from the following cities:

Boston; San Jose, Calif.; Albany, N. Y.; Stockton, Calif.; Rockford, Ill.; Columbia, S. C.; Reno, Nev.; St. Joseph, Mo.; Jackson, Miss.; Baton Rouge, La.; Baker, La.; Sioux City, Iowa; Milwaukee; Amarillo, Tex.; Seattle, Wash.; San Antonio, Tex.; Duluth, Minn.; Oklahoma City; Phoenix, Ariz.; Portland, Ore.; Little Rock, Ark.; Sacramento, Calif.; Montgomery, Ala.; Evansville, Ind.; Ann Arbor, Mich.; Dayton, Ohio; Toledo, Ohio; Pensacola, Fla.; Raleigh, N. C.; Atlanta, Ga.; Wheeling, W. Va.; Birmingham, Ala.; Des Moines, Iowa; Norfolk, Va.; St. Petersburg, Fla.; Chicago; St. Louis; Memphis, Tenn.; San Francisco; Providence, R. I.; Los Angeles; Durham, N. C.; Pittsburgh; Richmond; San Bernardino; Davenport, Iowa; Rock Island, Ill.; Erie, Pa.; State College, Pa.

Employment Service

EXECUTIVE PLACEMENT SERVICE

Confidential, nation wide service placing qualified, experienced managers, commercial managers, program directors, chief engineers and disc jockeys. Inquiries invited from employers and applicants.

HOWARD S. FRAZIER

TV & Radio Management Consultants

726 Bond Bldg., Washington 5, D. C.

upcoming

May 15: BMI Clinic, Springfield, Ill.

May 16: BMI Clinic, Milwaukee, Wis.

May 17-18: Indiana Broadcasters Assn. Clinic, Claypool Hotel, Indianapolis, Ind.

May 17-19: CBC Board of Governors Meeting, Radio Canada Bldg., Montreal.

May 17-19: AIEE Great Lakes District Meeting, Madison, Wis.

May 18: BMI Clinic, Indianapolis.

May 21: Second APS Subscriber Conference, Atlanta Biltmore Hotel, Atlanta, Ga.

May 21-23: Parts Distributors Conference and Show, Hotel Stevens, Chicago.

May 22: Industrial Electronics Conference, Hotel Carter, Cleveland.

May 24-25: North Carolina Assn. of Broadcasters, Carolinian Hotel, Nags Head Beach.

May 25: Third APS Subscriber Conference, Stephen F. Austin Hotel, Austin, Texas.

May 31-June 2: National Sales Executives Convention, Waldorf-Astoria, New York.

June 4-6: NARTB Board of Directors Meeting, NARTB Headquarters, Washington, D. C.

June 4-8: American Federation of Musicians Meeting, Hotel Commodore, New York.

June 5: NARTB Inaugural Dinner, Hotel Statler, Washington, D. C.

June 7-8: Kentucky Broadcasters Assn. Spring (Midyear) Meeting, The Seelbach, Louisville.

June 8-9: RTMA Annual Meeting, Stevens Hotel, Chicago.

June 10-13: Advertising Federation of America, Annual Convention and Exhibit, Hotels Chase and Park Plaza, St. Louis.

June 10-13: AFA Council on Women's Advertising Clubs Convention (will choose Advertising Woman of the Year), St. Louis.

June 11: FCC City-by-City TV Allocations Proceeding Begins, Washington, D. C.

Educators Seek

(Continued from page 25)

Mr. Hoffman chairman.

Excursions by the Ford Foundation into television, no matter how substantial in relation to the television industry's economy, are only a minor part of a vast project that the foundation, according to reports, is contemplating.

That is a general exploration in the entire, complex field of communications. This field has been largely ignored by other philanthropies, and it is said that top Ford Foundation executives regard it as a logical area for development.

As of last Dec. 31, the foundation reported net assets of $498,678,255, mostly consisting of Ford Motor Co. stock. Although its annual income is not a matter of record, it was authoritatively reported last week that it was expected to amount to $50 million a year within a few years.

At that rate, the foundation could, in a short time, buy out the whole radio and television industry without spending a cent of its capital, a fact that observers say should be kept in mind when considering Ford Foundation's relatively inconsequential grants to date for educational radio-TV.

FCC Actions

(Continued from page 99)

Applications Cont.:

...w AM station.
WBEV Beaver Dam, Wis.—License ...r CP new AM station.

Modification of CP

WSTK Woodstock, Va.—Mod. CP new ...l station for approval of ant. and ...ange trans. and main studio loca... etc.
KOA-FM Denver, Col.—Mod. CP new ...l station to change ERP from 43 kw ... 23.4 kw, ant. height from 405 ft. ... 183 ft.
WRCM (FM) New Orleans, La.—Mod. ... new FM station for extension of ...pletion date.
WARD-FM Johnstown, Pa. — Mod. ... new FM station to change ERP to ... w and change ant. system.

License Renewal

Following stations request renewal ... license: WRLD Lanett, Ala.; WIKC ...galusa, La.; WMDN Midland, Mich.; ...OHI East Liverpool, Ohio; WOPI ...stol, Tenn.; KNOW Austin, Tex.; ...GOS Torrington, Wyo.; KWOR Wor... Wyo.

License for CP

WILK Wilkes-Barre, Pa.—License for ... to change frequency, power, install ...w trans. and DA-DN and change ...ns. location.
WTKM Hartford, Wis.—License for ... new AM station.

License Renewal

WHHS (FM) Havertown, Pa.—Re...wal of license.

APPLICATION DISMISSED

WJMR New Orleans — DISMISSED ...plication for acquisition of negative ...ntrol by George A. Mayoral under ...ing trust agreement.
Cumberland, Md.—Cumberland Bcstg. ... application for new TV station ...SMISSED at applicant's request.

May 9 Decisions . . .

BY THE COMMISSION EN BANC

CP to Replace CP

WGKB-FM Tyler, Tex.—Granted CP ... replace expired CP for class B FM ...tion, with expiration date of six ...nths from date.
WWGP-FM Sanford, N. C.—Granted ... to replace expired CP for class A ...M station, with expiration date of six ...nths from date.
WGNR-FM New Rochelle, N. Y.—...anted CP to replace expired CP for ...w class A FM station, with expira...n date of six months from date.

May 9 Applications . . .

ACCEPTED FOR FILING

Modification of CP

Following FM stations request mod. ... for extension of completion dates: ...ASH (FM) Washington, D. C.; KFUO-...M Clayton, Mo.; WROW-FM Albany, ...Y.; WTOL-FM Toledo, Ohio; WKAP-...M Allentown, Pa.; KSL-FM Salt Lake ...y, Utah.

License for CP

WKPT-FM Kingsport, Tenn.—License ... CP for changes in FM station.

APPLICATIONS RETURNED

AM—1230 kc

WSBB New Smyrna Beach, Fla.—RETURNED application for license for CP new AM station.

AM—1490 kc

Eunice, La.—RETURNED application of Tri-Parish Bcstg. Co. Inc. for new AM station on 1490 kc 250 w uni.

May 10 Decisions . . .

BY THE COMMISSION EN BANC

Designated for Hearing

KAUS Austin, Minn.—Designated for hearing in Washington on July 20 re application to change from 1480 kc to 1060 kc 1 kw unl., and install DA-N; made KYW Philadelphia, a party to proceeding.

W. A. Pomeroy, Kalamazoo, Mich.—Designated for hearing application for new station on 1470 kc 1 kw D DA in consolidated proceeding with applications of Adelaide Lillian Carrell to be held in Washington May 14.

Petition Denied

KCNI Broken Bow, Neb.—Denied petition requesting reconsideration and grant without hearing of application to change from 1490 kc 250 w unl. to 1430 kc 1 kw D; scheduled hearing to commence in Washington July 23.

Extension Granted

Radio American West Indies, Charlotte Amalie, V.I.—Granted 90-day extension of completion date of new station, authorized Nov. 30, 1949.

ACTION ON MOTIONS

By Comr. George E. Sterling

WJMR New Orleans, La.—Granted petition for dismissal without prejudice of their application.

WIKY Evansville, Ind.—Granted petition for extension of time to May 24, in which to file exceptions to initial decision in proceeding upon their application.

By Examiner Elizabeth C. Smith

Easton Publishing Co., Easton, Pa. and Allentown Bcstg. Corp., Allentown, Pa.—Ordered that further hearing in this proceeding shall commence at 10 a.m., May 28, in Washington.

By Examiner H. B. Hutchison

George Basil Anderson, Respondent—Granted motion requesting that Kenneth Anderson, member of Bar of State of Nebraska, be admitted to practice for purpose of representing respondent in taking of depositions on behalf of KFNF in Lincoln, Neb. on May 9, and in Shenandoah, Iowa, on May 10.

By Examiner Leo Resnick

West Side Radio, Tracy, Calif.—Granted petition for leave to amend their application by reducing power to 250 w, specifying exact site, proposing DA and submitting engineering data in support.

WTIM Taylorville, Ill.—Granted petition for continuance of hearing in proceeding upon application from May 14, to May 28 in Washington.

By Examiner Fanney N. Litvin

KOA Denver, Col. and FCC General Counsel—Granted oral requests for additional time from May 14 to June 13 in which proposed findings of fact by all parties may be filed in proceeding re petitions of WHDH Boston and KOA Denver and re application of WXKW Albany, N. Y. for mod. CP.

KOA Denver, Colorado—Granted in part petition requesting that transcript of testimony in above proceeding be corrected in various respects set forth in petition; transcript ordered further corrected with some exceptions.

FCC roundup

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO MAY 10

Summary of Authorizations, Stations on the Air, Applications

Class	On Air	Licensed	CPs	Cond'l Grants	Appls. Pending	In Hearing
AM Stations	2266	2235	136		264	142
FM Stations	632	522	145	1*	10	4
TV Stations	107	73	36		404	171

* On the air.

CALL ASSIGNMENTS: WEKZ Monroe, Wis. (Green County Bcstg. Co., 1260 kc, 500 w, day); KPWN Puyallup, Wash. (Clarence E. Wilson, 1490 kc, 250 w, unlimited); WSYD Mt. Airy, N. C. (Mt. Airy Bestrs. Inc., 1240 kc, 250 w, unlimited); WNPT Northport, Ala. (West Alabama Bcstg. Co., 1280 kc, 1 kw, day); KDAS Malvern, Ark. (David M. Segal, 1380 kc, 1 kw, day); KGMO Cape Girardeau, Mo. (Cape County Bcstg. Co., 1220 kc, 250 w, day); KGMO, formerly an FM, changed to KGMO-FM Cape Girardeau, Mo.; WTRW Two Rivers, Wisc. (changed from WTRB Two Rivers Bcstg. Co.); WFAI Fayetteville, N. C. (Changed from WWNF, Rollins Bcstg. Inc.); WLBJ-FM Bowling Green, Ky. (Changed from WBON, Bowling Green Bcstg. Co. Inc.); WFMT (FM) Chicago, Ill. (Changed from WOAK (FM), Gale Bcstg. Co.); WRRN (FM) Warren, Pa. (Changed from WNAE-FM, Northern Alleghany Bcstg. Co.).

* * *

Docket Actions . . .

FINAL DECISIONS

KPPC Pasadena, Calif.—Commission announced decision denying application of Pasadena Presbyterian Church for permit to change transmitting equipment and increase power of KPPC from 100 w to 250 w on 1240 kc, operating on share-time basis with KGFJ Los Angeles. Decision May 3.

WALE Fall River, Mass.—Announced final decision granting application for renewal of license. Decision May 9.

INITIAL DECISIONS

KFSA Ft. Smith, Ark.—Commission announced initial decision looking toward denial of application of Southwestern Pub. Co. for a construction permit to increase nighttime power from 500 w to 1 kw while continuing to operate on 950 kc with 1 kw, day. Decision May 3.

Kewanee, Ill.—Hearing Examiner Elizabeth C. Smith issued initial decision looking toward grant of application of Kee Bcstg. Co. for new AM station on 1450 kc with 100 w, unlimited. Decision May 8.

WMMB Melbourne, Fla.—Hearing Examiner J. D. Bond issued his initial decision looking toward grant of application of Melbourne Bcstg. Corp. for permit to change facilities from 1050 kc, 250 w, day to 1240 kc, 250 w, unlimited. Decision May 9.

OPINIONS AND ORDERS

KIFI Idaho Falls, Ida.—By memorandum opinion and order, Commission vacated and set aside hearing examiner's initial decision of Feb. 1 which looked toward granting of application for construction permit to change from 1400 kc, 250 w, unlimited to 1060 kc, 10 kw, unlimited, night directional. Proceeding was remanded to the examiner for further engineering evidence. Order May 3.

WJOC Jamestown, N. Y.—By memorandum opinion and order, Commission denied petition requesting waiver of condition in its construction permit requiring proof of performance. The permit authorized switch in facilities from 1470 kc, 1 kw, day to 1340 kc, 250 w, unlimited. Order May 9.

KSOX Arkansas City, Kan.—By order, Commission denied petition requesting reconsideration and grant

(Continued on page 104)

May 10 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WCAR-FM Pontiac, Mich.—Mod. CP new FM station for extension of completion date.
KJSK-FM Columbus, Neb.—Same.
WNBT (TV) New York—Mod. CP to change ERP, type ant. and other changes for extension of completion date.

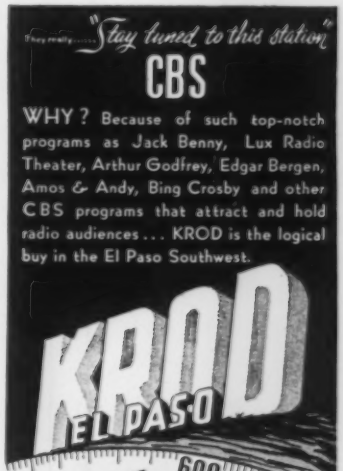
License for CP

WSM-TV Nashville, Tenn.—License for CP new TV station and change studio location.

HELP WANTED

Radio Salesman

Top 50 kw network station in America's 3rd market offers excellent opportunity for an experienced radio salesman, preferably in 30's. West Coast. Good agency list to start. Write Box 722J, BROADCASTING.


"Stay tuned to this station"
CBS
WHY? Because of such top-notch programs as Jack Benny, Lux Radio Theater, Arthur Godfrey, Edgar Bergen, Amos & Andy, Bing Crosby and other CBS programs that attract and hold radio audiences... KROD is the logical buy in the El Paso Southwest.
KROD
EL PASO
600
MORE DIALERS PER DOLLAR
CBS Affiliate
600 on Your Dial
5000 WATTS
Southwest Network
Roderick Broadcasting Corp.
Dorrance D. Roderick
President
Val Lawrence
Vice President & Gen. Mgr.
Represented Nationally by
THE O. L. TAYLOR CO.
Reach This Rich Market
Through Your Southwestern Salesman

Time Buyers, NOTE!

NO TV

Stations within

60 miles of

YOUNGSTOWN, O.

Ohio's 3rd

Largest Trade Area

Buy

WFMJ

The Only ABC

Station Serving

This Market

5000

All programs duplicated on

WFMJ-FM

50,000 Watts on 105.1 Meg.

WATTS

CALL

Headley-Reed Co.,

National Representatives

Advertisers like to read ads, too. And so advertising in Printers' Ink is read by the leading buyers of advertising not only because they are interested in the stations and markets they might use, but also because they have a professional interest in your copy, layout, etc.

FCC Roundup

(Continued from page 103)

without hearing of application for permit to operate at night with 100 w on present frequency of 1280 kc. Order May 9.

KGAR Garden City, Kan. and KLMR Lamar, Col.—By order, Commission denied joint petition requestiong FCC to sever applications from consideration with that of KFNF Shenandoah, Iowa, and to order examiner to proceed with preparation of initial decision on their two applications. KGAR requests switch from 1050 kc, 1 kw-day to 920 kc, 1 kw-local sunset, 500 w-night, night directional. KLMR requests switch from 1340 kc, 250 w, unlimited to 920 kc, 1 kw-local sunset, 500 w-night, night directional. KFNF asks to move its present assignment from Shenandoah, Iowa to Lincoln, Neb. Order May 9.

KSVC Richfield, Utah—Commission, by memorandum opinion and order, denied petition filed by Sevier Valley Bcstg. Co. to enlarge hearing issues in regard to its application for license renewal to include evidence concerning programming and for oral argument thereon. Order May 8.

Broadcasters of Burbank, Burbank, Calif.—Commission, by memorandum opinion and order, granted application for permit for new AM station on 1490 kc, 250 w, unlimited. Station is expected to be programmed for Burbank and announced as a local station with no intention of serving the metropolitan area. Order May 9.

KSGM St. Genevieve, Mo. and WSIX Nashville, Tenn. — By memorandum opinion and order, Commission granted KSGM petition to strike WSIX motion of Nov. 8, 1950 asking reconsideration of action of Oct. 23, 1950 which granted KSGM application for switch in facilities from 1450 kc, 250 w, unlimited to 980 kc, 1 kw-night, 5 kw-local sunset; dismissed said WSIX petition for reconsideration. Order May 9.

Non-Docket Actions . . .

AM GRANTS

WMSC Columbia, S. C.—Maresco Bcstg. Corp. Granted switch in facilities from night power of 500 w to 1 kw on present assignment of 1320 kc and change in directional system; engineering conditions. Granted May 9.

KWRE Warrentown, Mo.—W. T. Zimmerman. Granted switch in facilities from power of 250 w to 500 w on present assignment of 730 kc, daytime only and install new transmitter; engineering conditions. Granted May 9.

FM GRANTS

WGBH Boston, Mass.—Lowell Institute. Granted new FM construction permit on Ch. 209 (89.7 mc), 16 kw, antenna 550 ft. Granted May 1.

WFMY Greensboro, N. C.—Greensboro News Co. Granted switch in facilities from ERP of 52 kw to 34 kw. Granted May 9.

WDSU-FM New Orleans — WDSU Bcstg. Co. Granted switch in facilities from ERP of 156 kw to 17.7 kw. Granted May 9.

KPFA Berkeley, Calif. — Pacifica Foundation. Granted switch in facilities from Class A to Class B station, from Ch. 285 (104.9 mc), 1 kw, antenna 50 ft., to Ch. 283 (104.5 mc), 16 kw, antenna 880 ft. Granted May 9.

TRANSFER GRANTS

KCRV Caruthersville, Mo.—Granted transfer of control Pemiscot Bcstrs. Inc., licensee, from William R. Smith and Emmett F. Smith to J. E. Taylor, Harry Levin and Robert L. Harrison through sale of 52% interest for $35,000. Mr. Taylor and Mr. Levin are present stockholders and will each own 45% under new arrangement. Mr. Harrison is present manager of station and will own 10%. Granted May 3.

WMTE Manistee, Mich.—Granted acquisition of control Manistee Radio Corp., permittee corporation, by Dr. Thomas A. Manwell through purchase of interest of Darwin S. Evens et al. for $5,000. Dr. Manwell is a physician in Manistee. Granted May 3.

WJRD Tuscaloosa, Ala.—Granted assignment of license from Wilhelmina Q. Doss, administratrix of estate of James R. Doss, to Wilhelmina Q. Doss as an individual. Granted May 3.

WMUS Muskegon, Mich.—Granted assignment of license from Greater Muskegon Bcstrs. Inc. to George H. Cross, receiver in bankruptcy; no monetary consideration. Granted May 3.

WANS Anderson, S. C.—Granted assignment of construction permit and license from John J. Powell tr/as Carolina Bcstrs. to Carolina Bcstrs., a corporation, for $85,000. Principals in transferee are President C. R. Johnson, 70%, president of Brissey Lumber Co.; Secretary C. R. Johnson Jr., 10%, vice president same lumber firm; James B. Johnson, 10%, secretary same firm; Vice President J. H. Wright, 10%, partner in drug store chain. Granted May 9.

KBZY Grand Rapids, Minn.—Granted acquisition of control Itasca Bcstg. Co., licensee, by General Manager Robert D. Kennedy, present owner of 120 out of 334 shares, through purchase of 127 shares from L. L. Huntley, W. G. King, Harry A. Erickson and W. W. Kurtz for $17,018. Granted May 4.

Yankee Network Inc., Boston, Mass. etc.—Granted assignment of Yankee Network licenses to Thomas S. Lee Enterprises Inc. No monetary consideration. Granted May 2.

New Applications . . .

AM APPLICATIONS

Atlantic, N. J.—Leroy Bremmer and Dorothy Bremmer tr/as Atlantic City Bcstg. Co., 1490 kc, 250 w, unlimited; estimated construction cost $4,600. Leroy Bremmer, 50%, is TV engineer at WABD (TV) New York; Dorothy Bremmer, 50%, is employe of James McGreery & Co. department store. Filed May 4.

Franklin, Tenn. — The Williamson County Bcstg. Co. Inc., 950 kc, 1 kw, day; estimated cost $17,950. Principals are President William R. Ormes, 16⅔%, editor, Nashville Banner; Director Ann R. Ormes, 83⅓%, farm owner; Secretary-Treasurer Corinne G. Channell, manager and ⅓ owner of Gordon Farm. Filed May 4.

Evanston, Ill.—North Shore Bcstg. Co. Inc., 1330 kc, 500 w, day; estimated cost $19,597. Applicant is also licensee of WEAW (FM) Evanston and owner of WOKZ-AM-FM Alton, Ill. Filed May 9.

TV APPLICATIONS

Minneapolis, Minn. — Northwestern Theological Seminary and Bible Training School, commercial applicant for Ch. 9 (186-192 mc), 25.8 kw visual, 12.9 kw aural, antenna 260 feet. Estimated construction cost $267,919.72; no estimate given for operating costs and revenue. Applicant is licensee of KTIS-AM-FM Minneapolis. Filed Apr. 30.

Lynchburg, Va.—Old Dominion Bcstg. Corp., Ch. 13 (210-216 mc), 2.68 kw visual, 1.34 kw aural, antenna 2143 ft. Estimated cost $160,929. First year operating costs and revenues undetermined. Applicant is also licensee of WWOD-AM-FM Lynchburg. Filed May 8.

Lynchburg, Va.—Lynchburg Bcstg. Corp., Ch. 13 (210-216 mc), 2.5 kw visual, 1.25 kw aural, antenna 2198 ft. Estimated cost $105,630; first year operating cost $75,000; first year revenue $75,000. Filed May 8.

TRANSFER REQUESTS

WGNC-AM-FM Gastonia, N. C.—Assignment of license from The Citizens National Bank of Gastonia, Executor and Trustee of the Estate of F. C. Todd, deceased, to Catherine T. McSwain for an amount to be determined. Catherine McSwain is one of beneficiaries under Mr. Todd's will and is to become owner of station upon distribution of the will. Filed May 4.

KVRS Rock Springs, Wyo.—Transfer of control Wyoming Bcstg. Co., licensee, from Marjorie L. McCracken to five others through sale of 100% interest for $59,486. Transferees are Rock Spring Newspapers Inc., 51%; President David G. Richardson, 24%, owner 45% Rock Spring Newspapers Inc.; Vice President William C. Grove, 10%, applicant for new AM station in Wheatland, Wyo. and holder of other broadcast interests; Frank Flynn, 10%, KFBC Cheyenne, Wyo. commercial manager; Larry Birleffi, 5%, KFBC sports director. Filed May 4.

WIBL Medford, Mass.—Transfer of control Conant Bcstg. Co. Inc., permittee, from C. H. Glovsky, H. I. Glovsky, H. A. Glovsky and N. L. Douglas to Sherwood J. Tarlow through sale of 100% for $2500. Mr. Tarlow is administrative director of Suffolk Knitting Co., Lowell, Mass. and an attorney. Filed May 8.

WRNO Orangeburg, S. C.—Transfer of 90 shares in WRNO Inc. from R. L. Easley to Frank B. Best for $1700. Filed May 8.

WMNB North Adams, Mass.—Assignment of license from Herbert R. Clark, Robert Hardman and James Gordon Keyworth, a partnership d/b as Northern Berkshire Bcstg. Co. to Northern Berkshire Bcstg. Co. Inc. No monetary consideration. Former partners continue to own ½ each in corporation set-up. Filed May 9.

KLAS Las Vegas, Nev.—Transfer of 25% interest in Las Vegas Bcstrs. Inc., licensee, from R. W. Eldredge to Frederick G. Stoye and R. G. Jolley for total of $15,000. Mr. Stoye is present owner of 25% and will then own 33⅓%. Mr. Jolley is present owner of 48⅓% and will then own 65.41%. Filed May 10.

KWCO Chickasha, Okla.—Assignment of license from Washita Valley Bcstg. Corp. to Clarence E. Wilson and Philip D. Jackson d/b as Washita Valley Bcstg. Co. No money involved. Owners prefer partnership. Filed May 10.

WEKZ Monroe, Wis.—Assignment of construction permit from Kenneth W. Stuart, Willard R. Scheutze, Edwin W. Scheutze and Doran Zwygart d/b as Green County Bcstg. Co. to Green County Bcstg. Co. Inc. No money involved. Former partners own 25% each under corporate set-up. Filed May 10.

Deletions . . .

TOTAL deletions to date since Jan. 1: AM 15. FM 38. TV 0. New deletions effective dates and reasons follow:

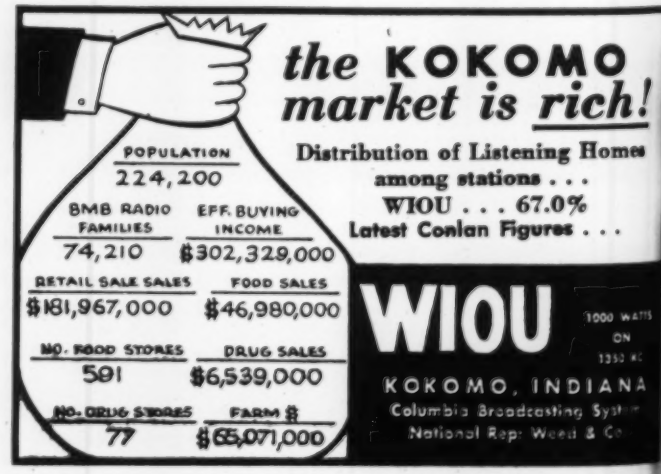
WJGC Bowling Green, Ky.—J. Granville Clark, construction permit, May 1. Forfeited through non-compliance with grant conditions.

WSTK Mt. Jackson, Va.—Frank U. Fletcher tr/as County Bcstg. Service, construction permit, May 3. Forfeited. (Application for Woodstock, Va. now pending.)

WACE-FM Chicopee, Mass.—Regional Bcstg. Co., construction permit, May 1. Economic.

AIEE Meetings

TWO general meetings of the American Institute of Electrical Engineers have been scheduled for late summer and fall, H. H. Henline, institute secretary, announced last week. A Pacific general meeting will be held Aug. 20-23 in Portland, Ore., and a fall general meeting is set for Oct. 22-26 in Cleveland. These are in addition to the summer general meeting June 25-29 in Toronto.



Additional Comments

(Continued from page 74)

Board of Education; Illinois Institute of Technology; George Williams College. Peoria—Bradley U. Rockford—Rockford College; Public Schools. Springfield—Springfield Junior College; Board of Education. Urbana—School District #116.

Indiana

Bloomington—Indiana U. Lafayette—Purdue U. Indianapolis—Indiana Central College. South Bend—U. of Notre Dame.

Iowa

Cedar Rapids—Mt. Mercy Junior College; Public Schools. Des Moines—Council of Parent Teacher Assns.; Drake U.; Board of Education; Independent School District.

Kansas

Lawrence—U. of Kansas; Public Schools. Topeka—Washburn Municipal U.

Kentucky

Louisville — Louisville Presbyterian Seminary; Southern Baptist Theological Seminary; Louisville Free Public Library; Nazareth College.

Louisiana

Baton Rouge—Louisiana State U. and Agricultural and Mechanical College. Lake Charles—Mayor T. C. Price and others. New Orleans—Xavier U.

Maryland

Baltimore—Goucher College.

Massachusetts

Boston—Franklin Foundation (Franklin Technical Institute). Springfield—Public School System.

Michigan

Detroit—U. of Detroit; Mercy College. Flint—School District. Grand Rapids—Board of Education (Public Schools). Sault Ste. Marie—Public Schools.

Minnesota

Minneapolis—U. of Minnesota. St. Paul—College of St. Catherine.

Mississippi

State College—Mississippi State College. University—U. of Mississippi.

Missouri

Kansas City—Rockhurst College. Springfield—Public Schools. St. Joseph School District of St. Joseph. St. Louis—Public School System.

Montana

Billings — Public Schools; Eastern Montana College; Rocky Mountain College; Billings Business College; State Superintendent of Public Instruction; Council of PTA. Great Falls—Public Schools. Missoula—Montana State U.

Nebraska

Omaha—Creighton U.

Nevada

Reno—Reno United Parent-Teachers Assn.

New Mexico

Albuquerque—Board of Education; U. of New Mexico.

New Hampshire

Durham—U. of New Hampshire.

New Jersey

Newark—Board of Education. New Brunswick—Rutgers U. Princeton—Princeton U.

New York

Buffalo—Board of Education; U. of Buffalo; Canisius College; D'Youville College; New York State College for Teachers. New York City—Child Education Foundation; Columbia U.; Barnard College; New York U.; City College; Board of Education; New School for Social Research; Fordham U. and Station WFUV-FM. Rochester—Board of Education; Rochester Institute of Technology. Syracuse—Syracuse U.

North Carolina

Chapel Hill—U. of North Carolina. Greensboro—Woman's College. Raleigh—North Carolina College of Agriculture and Engineering (all Consolidated U. of North Carolina). Durham—City Schools. Greensboro—Board of Trustees, Administrative School Unit. Raleigh—Public School System. Winston-Salem—Winston-Salem Teachers College.

Ohio

Akron—Board of Education. Cincinnati—Public School System. Cleveland—Ursuline College for Women; Public Schools. Columbus—Ohio State U.; Public Schools; Capital U. Dayton—U. of Dayton. Kent—Kent State U. Oxford—Miami U. Toledo—U. of Toledo; Board of Education (WTDS-FM).

Oklahoma

Oklahoma City (Norman)—U. of Oklahoma.

Oregon

Corvallis—Oregon State College. Eugene—Public Schools Lane County and Public School System (Multnomah County—KBPS).

Pennsylvania

Pittsburgh—Mount Mercy College; Duquesne U.; U. of Pittsburgh; Board of Public Education.

Rhode Island

Providence—State Dept. of Education; Catholic School System of the Diocese of Providence; Rhode Island College of Education; Providence Bible Institute; Superintendent of Schools.

South Carolina

Clemson—Clemson Agricultural College.

South Dakota

Pierre—Pierre Independent School District of Hughes County. Sioux Falls—Augustana College.

Tennessee

Chattanooga—Public School System. Knoxville—U. of Tennessee. Memphis—Southwestern at Memphis (College). Nashville—Vanderbilt U.

Texas

College Station—Agricultural and Mechanical College of Texas. Denton—North Texas State College. El Paso—Texas Western College; Independent School District. Galveston—Galveston Independent School District. Houston—U. of Houston. San Antonio—St. Mary's U. of San Antonio; Our Lady of the Lake College; Trinity U. Texarkana—Public Schools. Waco—Baylor U. Wichita Falls—Midwestern U.

Utah

Logan—Utah State Agricultural College. Provo—Brigham Young U. Salt Lake City—Public Schools; U. of Utah.

Virginia

Blacksburg—Virginia Polytechnic Institute. Charlottesville—U. of Virginia. Norfolk—College of William and Mary; School Board.

Washington

Olympia—Superintendent of Public Instruction, State of Wash.; Board of Education. Seattle—Washington State School Directors' Assn.; Seattle Public Library; U. of Washington; Seattle City Council; YMCA Technical Schools; Seattle Committee on Adult Education. Tacoma—Tacoma Vocational-Technical School.

West Virginia

Charleston—Morris Harvey College; Kanawha County Schools. Morgantown—West Virginia U. Wheeling—Board of Education.

Wisconsin

Eau Claire—Eau Claire State College. Marinette—Public Schools. Milwaukee—Marquette U.; Alverno College; Public Schools. Madison—U. of Wisconsin and Wisconsin State Radio Council; Milwaukee Vocational and Adult Schools; Board of Vocational and Adult Education.

Affiliates Showdown

(Continued from page 27)

continue. Leaders of the committee, which itself rejected the idea of disbanding but left the question up to affiliates throughout the country, appeared well pleased with the returns thus far. In putting the question to the affiliates, after being rebuffed in its attempt to dissuade the networks from cutting rates, the Committee said flatly that "if any real effort is going to be made to prevent a debacle in the radio industry, it must be made by the affiliates."

Among the projects to be charted by the committee for submission to the affiliates — assuming a permanent organization is decided upon—are research activities, reviews of rate structures and network affiliation contracts, and a study to make sure that the material showing radio's value as an advertising medium gets into the places where it will do the most good.

Committee leaders undertook to dispel speculation that its operation on a more permanent basis would conflict with BAB or other established organizations. The committee has no intention to duplicate existing structures, members said, and in the case of BAB it will use the bureau rather than compete with it. BAB would be called upon to handle, for example, those phases of research for which it is best adapted.

Difficult Choice

Even so, in many quarters it was felt that a request for basic research by BAB would present the bureau with a difficult choice. For the networks, which in some cases see no advantage to be gained by such basic research, are also members of the BAB board and might withdraw from the organization rather than support a project of this nature. CBS, for one, might withdraw its owned-and-operated stations in such event [CLOSED CIRCUIT, May 7].

Affiliates committee members, however, take the position that they are not antagonistic toward the networks or any other segment, but instead that their function is as a protagonist of the radio medium as a whole. In its first report to affiliates, the committee took a stand urging that research be used for "the advancement of the radio industry" rather than as a means of "obtaining competitive advantage against others in the same industry."

The committee is expected to make another full report to all affiliates following this week's meeting. If it decides to incorporate, the affiliates also would be given a voice in the formation, election of officers, etc. Although the election stage has not been reached, observers felt the unanimity with which Mr. Morency was chosen to head the committee assures that he would be urged to take a guiding role in any evolution of the committee.

Other committeemen are:

George B. Storer, Fort Industry Co., who is treasurer; Kenyon Brown, KWFT Wichita Falls, Tex.; Walter Damm, WTMJ Milwaukee; R. M. Fairbanks, WIBC Indianapolis; Leonard Kapner, WCAE Pittsburgh; Edgar Kobak, WTWA Thomson, Ga.; Clair McCollough, of the Steinman stations; John Patt, WGAR Cleveland and WJR Detroit; Robert D. Swezey, WDSU New Orleans; Ben Strouse, WWDC Washington; G. Richard Shafto, WIS Columbia, S. C., and Hugh B. Terry, KLZ Denver.

Preakness Coverage

GILLETTE Safety Razor Co. will sponsor exclusive radio and television broadcasts of the Preakness, $75,000 turf event, over CBS and CBS-TV, May 19 (Saturday), 5-5:30 p.m. from Pimlico Track, Baltimore, Md.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Peer

KENTUCKY WALTZ

On Records: **Rosemary Clooney—Col. 39333; Eddy Arnold—Vic. 20-0444; Bill Monroe—Col. 20013; Pee Wee King—Vic. 20-2263; Red Foley-Ernest Tubb—Dec. 46311; Cowboy Copas—King 598; Lawrence Welk—Coral 24442; Jack Day—Flint 1786.**

On Transcriptions: **The Saddle Kings—MacGregor; Novatime Trio—Thesaurus.**

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

WLBH

MATTOON (20,000 pop.) CHARLESTON (10,000 pop.)

500,000 POPULATION in ½ millivolt primary

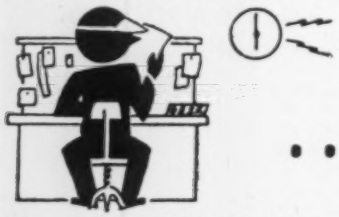
WLBH FILLS THE GAP between your metropolitan station coverage

WLBH WLBH-FM

1170 KC 250 W. 96.9 mc 23,000 W.

J. R. Livesay, Pres. & Mgr.

HAL HOLMAN, Nat'l Rep.



...at deadline

RTMA TO ASK CONGRESS FOR REGULATION W RELIEF

APPEAL for relief from Regulation W curbing credit on radio-TV set purchases, will be taken to Congress by Radio-Television Mfrs. Assn. following denial of relief by Federal Reserve Board.

Special RTMA committee named to handle project, with Philip Dechert, Philco Corp., as chairman. Group preparing testimony to present to House and Senate Banking & Currency Committees.

Reserve Board refused to amend regulation to permit application of TV set trade-ins against 25% down payment requirement or to transfer radio and TV receivers to household furnishings category and thereby cutting down payment to 15%. Board voiced belief present slump in TV set sales is not due to credit controls and doubted if relaxation of Regulation W would stimulate sales. Easing of rule for sets would create competitive inequities unless competing articles were given same relief, board held.

RTMA Tax Committee has given House Ways & Means Committee considerable data to support its opposition to Treasury's proposal to increase radio-TV excise tax from 10% to 25%. Higher tax would drastically affect sales and result in loss of revenue from income and excess profits taxes, largely offsetting added revenue obtained, RTMA contended. It pointed out market for TV sets must be found in lower income groups and suggested increased tax will delay growth of TV broadcast industry to profit-making status.

HEAVY DEMAND NOTED FOR NARTB INAUGURAL

OVER 150 acceptances to NARTB inaugural dinner June 5 received less than week after announcement of affair, according to NARTB Washington headquarters. Harold E. Fellows, WEEI Boston, to be installed as president at dinner, to be held at Hotel Statler, Washington. Judge Justin Miller, now president, will become chairman of board.

Proceeds of $20-per-plate dinner will go to Johnny Gillin Memorial Fund [BROADCASTING • TELECASTING, May 7]. Present indications point to attendance of several hundred.

SHERRILL TAYLOR TO L. A.

SHERRILL TAYLOR, sales promotion manager of KSL Salt Lake City, named sales promotion director of KNX Hollywood and Columbia Pacific. He succeeds Tony Moe, named sales promotion director of KTSL (TV), CBS O&O outlet in Hollywood. Mr. Moe replaces Ralph Taylor. Changes effective May 28, according to Wilbur S. Edwards, director of KNX and Columbia Pacific.

AT&T RELAY EXPANSION

AT&T today (Monday) is placing additional radio relay TV channels into service from Cincinnati and Columbus to Dayton, permitting Cincinnati and Columbus, which have been receiving TV network programs via Bell System facilities since 1949, to originate programs for network.

BMB WINS TAX SUIT IN FEDERAL COURT

SUIT of Broadcast Measurement Bureau for exemption from federal taxes as nonprofit business league reported in favor of industry research agency by Tax Court of United States. Sum of around $60,000 involved in litigation.

Decision permits dissolution of agency, on inactive status since last year. While assets of BMB go to Broadcast Audience Measurement, its successor, belief expressed NARTB can be reimbursed in large part for loans said to total around $75,000. Another $15,000 loan made by AAAA.

Stipulated facts in case submitted to court Oct. 28, 1949. Question involved was whether BMB was exempt from Federal income tax as business league under Sec. 101(7) of Internal Revenue Code. BMB contended it was not organized for profit and earnings did not go to shareholders. Suit involved tax for fiscal year ended June 30, 1946.

Court did not hand down general decision on this type of business operation but merely held that BMB was not taxable in view of manner in which books were kept.

WIS. COMMITTEE FAVORS BILL LEGALIZING GIVEAWAYS

LOCAL & State Government Committee of Senate of Wisconsin recommended passage of bill providing for legal broadcast of radio and television giveaways in Wisconsin. If Senate votes approval this week, as did Assembly unanimously fortnight ago, and governor signs bill, Wisconsin will be first state to legalize giveaways by legislation.

Senate group, in executive session, voted down amendment to the radio bill legalizing bingo games for charitable organizations. When bill was first heard by committee last week, Wisconsin broadcasters appearing in defense of giveaways were Ben Laird, WDUZ Green Bay and president of Wisconsin Broadcasters Assn.; Howard Dahl, of WKBH La-Crosse; and George Frechette of WFHR Wisconsin Rapids, with Attorney Edwin Wilkey of state association.

ALLISON TO RADIO SALES

MILTON F. (Chick) ALLISON, New York sales representative of WBBM Chicago, rejoins Radio Sales as account executive and Sam Maxwell Jr., WBBM salesman, replaces Mr. Allison, both effective today (Monday). Mr. Allison is former sales manager of WPEN Philadelphia and WLW Cincinnati. Mr. Maxwell has been on CBS sales staff since 1947.

ARTHUR CHURCH HONORED

KMBC Kansas City President Arthur B. Church will be honored in special one-time CBS broadcast of *Brush Creek Follies* next Saturday, 9:30-10 p.m., in connection with KMBC's month-long celebration of Mr. Church's "30 years and 30 days" of broadcasting, CBS announced Friday. *Follies* has been KMBC local series for 14 years. Special network show will include dedication ceremony for KMBC Radio and TV Center.

Closed Circuit

(Continued from page 4)

effective date if stations insist on adherence to notice clause of affiliation contracts. Nor have there been cancellations.

SURVEY of FM set demand among distributors in two-score areas, near completion at NARTB, expected to show supply inadequate in over four-fifths of cases.

YOU CAN write off Kearney resolution (H. Res. 214) for select committee investigation of FCC, unless there are extenuating circumstances not now foreseen. New York Representative introduced resolution "by request" and it was aimed at FCC reorganization plan setting up Broadcast Bureau. Since parties apparently are "satisfied" with appointments thus far made, resolution probably won't be pressed.

"TELEVISION is doing to Warner Bros. what Warner Bros. did to the silents." That comment from Hollywood motion picture-radio personage after story broke that Warner Bros. would sell their empire for $25 million. Deal since called off, but likely to be revived (see story, page 76).

IN RE strained feeling over standby fees charged by Television Authority for shows using armed services talent, George Heller, national executive secretary, may call on Dept. of Defense this week. Unfavorable newspaper publicity may have prompted personal visit of attorney for department.

ATTENTION educators and regulators: NARTB's TV organization will give telecasters chance to build up record on their most under-rated achievement—educational programming. Some educators bemoan purported dearth of instructional programs; its open secret that many professors and instructors suddenly become dollar conscious if approached to ride TV airwaves.

BELMONT ANSWERS

BELMONT DISTRIBUTOR Inc., Chicago, in cooperation with Belmont Radio and its subsidiary, Raytheon TV, same city, began six-week campaign Thursday in *Chicago Tribune* with full-page ad answering, "Should I wait awhile or buy a TV set now?" Firm answers 11 questions about prices, quality, new UHF channel, excise taxes, credit regulations and color. All six ads will center on theme that public should buy now. Agency is Cowan & Dengler, New York.

MONTEREY STATION SALE

APPLICATION for sale of KMBY Monterey, Calif., to be filed with FCC in few days. Purchasers are Kenyon Brown, KWFT Wichita Falls, Tex.; George L. Coleman, California and Oklahoma businessman, and with Mr. Brown stock owner in KGLC Miami, Okla., and Harry L. Crosby Jr., of Bing Crosby Enterprises. Price understood to be near $50,000. Present owners of KMBY are L. John Miner and Ted R. Wrathal, operating as Monterey Broadcasting Co., partnership. KMBY is 250 w outlet on 1240 kc.

KFSB SUES BALL CLUB

KFSB Joplin, Mo., filed $15,000 damage suit against local baseball team in wake of events of May 8 broadcast of Cardinal-Giant National League game. Circuit court earlier had set hearing May 17 on KFSB plea for injunction against ban of St. Louis broadcasts while Joplin team plays at home. Injunction suit involves Griesedick Brewing Co., Ruthrauff & Ryan and Joplin team.

For "Thirty Years and Thirty Days" ... and Years to Come ...

Thirty years ago, on April 21, 1921, KMBC of Kansas City, first radio station in the Heart of America, was founded. For three decades, KMBC has grown – broadcasting in the public interest to the highest degree – developing confidence and loyalty among its millions of listeners – rewarded with audience preference in total rated hours almost 3 to 2 over the closest competition.

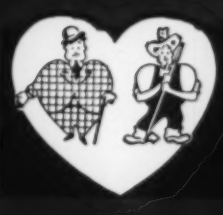
For thirty years, the "Heart of America", too, has been enjoying a phenomenal growth – population is greater by 52 per cent. It has prospered – retail sales have increased by three quarters of a billion dollars. Higher ratings, greater population, more money can mean but one thing to KMBC advertisers – lower cost per thousand listeners.

Down through the years, KMBC has remained "first" in radio in the midwest. Kansas City has taken its place among the first markets in the nation.

Now, after thirty years and thirty days, The KMBC-KFRM Team is proud to announce, combined with the 30th Anniversary, the Grand Opening on May 19th, of its new home – a rededication of itself to the service of listener and advertiser – the representation of faith in the future of broadcasting and in the market it serves now ... and years to come.

Arthur B. Church

30th Anniversary



The KMBC-KFRM Team

6TH OLDEST CBS AFFILIATE — PROGRAMMED BY KMBC